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Broadcasting & Cable

The Newsweekly of Television and Radio

WASHINGTON



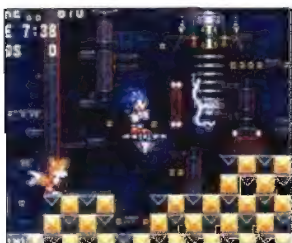
**Hollings bill:
the next act in
communications 6**

TELEVISION



**Major music makers
challenge MTV 14**

ADVERTISING



**Sega's \$20 million
promotion of
Sonic 3 41**

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TOP OF THE WEEK

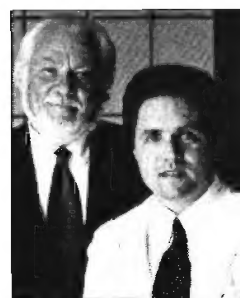
Broadcasters find their lane Broadcasters may have a place on the information superhighway after all. Senator Ernest Hollings has introduced a bill that would require the FCC to review its TV and radio ownership rules and permit broadcasters to use their spectrum for non-broadcast services, as long as they pay for that spectrum and the services are "broadcast-related." / 6

Hill keeps up antiviolence pressure Despite commitments from broadcast and cable networks to monitor their programs for violent content, some lawmakers still are calling for legislative action. Senator Ernest Hollings is not satisfied with the industry's agreement to monitor programming. / 7

Post fin-syn venture planned Capital Cities/ABC has become the first of the big three networks to form a joint venture with a TV production company in wake of the relaxed financial interest and syndication rules. Under an agreement reached last week with Brillstein-Grey Entertainment, the two companies have united to produce programming for ABC. / 8

Networks nudge Nielsen The big three networks have signaled their dissatisfaction with the way Nielsen computes television ratings in a big way, with word they will fund a three-year, \$30 million project to create a next-generation television ratings system. / 8

The other Olympic competition It may be too early to get a Nancy Kerrigan-Tonya Harding miniseries on the air to compete against CBS's more than 50 hours of prime time winter Olympics coverage, but the other networks aren't sliding by. They plan counterprogramming ranging from the heavily promoted *Witness to the Execution* to a country music special. / 12



Bernie Brillstein, left, and Brad Grey bring their skills at developing comedic talent to their joint venture with Capital Cities/ABC. / 8

PROGRAMMING

They want their own MTV

Five music industry powerhouses, including Time Warner, Sony and Ticketmaster, have mapped out a plan to rival MTV's worldwide dominance in the music video business. The channel may include home shopping tie-ins in which viewers can order CDs, videos and concert tickets of the artists they are watching. / 14

Moriarty quits, blames violence backlash

Actor Michael Moriarty, star of NBC's *Law & Order*, abruptly quit the show last week, saying he was being written out of the series because of his stand against Clinton administration efforts to curb television violence. / 22

C change

In the latest of a series of identity changes, CNBC has a snazzy new logo to accompany its lineup of prime time personalities. / 23

My Starz!

Liberty Media's Encore pay cable service has launched its new premium network, Starz!, and has six more pay channels in the works. / 26

NATPE proves sales-friendly

The issue of violence on television did nothing to dampen the sales of action-adventure series at the recent NATPE convention and may have contributed to the sale of some "FCC-friendly" children's shows. / 26

Racism and the role of talk shows

A panel that includes Bertice Berry, Jerry Springer, Montel Williams and Geraldo Rivera vociferously defends their right to put neo-Nazis, Ku Klux Klan members and other racists and hatemongers on the air. They do so, they say, to expose one of society's more deeply rooted problems. / 28

SPECIAL REPORT

Satellites '94

If demand for transponders is growing, why is the number of satellites and launches decreasing? There are several reasons: The newest satellites are massive,



The debut of 'Babylon 5' scored an impressive 48% year-to-year time period gain in 28 overnight metered markets. / 27

"[Attorney General Janet] Reno wants to control mass communications using the oldest ploy—the children."—Actor Michael Moriarty on Clinton administration efforts to curb violence on television / **35**

FEB. 7, 1994

holding twice as many transponders as their predecessors. Satellites are living longer. And two of the largest operators are nearing the end of their satellite replacement cycles. / **32**

GTE Spacenet: from satellites to service

GTE Spacenet's days as a satellite operator may be numbered. But company officials are determined that the company will stay in the business as a service provider, using satellite capacity on other carriers as GTE Spacenet's own capacity dwindles. / **35**

Telstar 401 gets to work

The new Telstar 401 bird represents the next generation of AT&T's satellite transmission business. Customers include ABC, PBS and a host of syndicators, who will use it to beam broadcast signals, send data and experiment with digital compression of video signals. / **36**

PanAmSat closes in on global goal

After five years of wrangling with government regulations, lawsuits and corporate competitors, PanAmSat is on the verge of becoming the first privately held global satellite system. It will launch the second of four satellites this spring. / **38**

ADVERTISING & MARKETING

Hedgehog overshadows groundhog

Sega, McDonald's, Betty Crocker and Lifesavers joined forces on Groundhog Day to kick off a \$20 million promotional campaign for "Sonic 3," the third release of the wildly popular video game "Sonic the Hedgehog." The ads will air on the national networks and several cable networks, including MTV and Nickelodeon. / **41**



On the Cover: Hughes Communications has the industry's largest fleet of privately owned and operated satellites. There currently are 27 domestic communications satellites in orbit. Pictured here is Hughes's Galaxy I-R. Illustration courtesy Hughes Communications / **32**

BUSINESS

TV finances fare mostly better

Group owners are reporting mixed results for the just-completed fourth quarter and full year. Among the special factors affecting comparisons with 1992 results were the absence of election and Olympics telecasts. / **42**

RADIO

Westwood-Unistar ponders reorganization

As Westwood One's purchase of Unistar Radio Networks moves closer to reality, the new chief executive of both networks mulls several different schemes to reorganize the two companies. His main goals are to make the networks more convenient and attractive for advertisers and to develop new programming. / **45**

AccuRatings courts ad agencies

Well into its second year, AccuRatings still is struggling to win acceptance from the New York advertising agencies. The Chicago-based ratings service surveyed 17 markets in the fall and won some respect, particularly from radio programmers. / **46**

WASHINGTON

FCC lashes out over minority hiring

The FCC has dished out sanctions against more than 20 radio stations and one cable system for alleged violations of minority hiring rules. Fines totaled more than \$300,000. / **47**

Infinity L.A. station purchase OK'd

FCC commissioners have approved Infinity Broadcasting Corp.'s purchase of KRTH(FM) Los Angeles, at the same time handing down \$400,000 in fines for the on-air behavior of Infinity radio personality Howard Stern. / **47**



Howard Stern's radio antics result in new FCC fines of \$400,000

Broadcasters claim superhighway stake

Broadcasters say they too can provide consumers with information and entertainment services on the information superhighway. Indeed, they say, they can do what cable and telephone companies want to do, only sooner and for less money. / **48**

Changing Hands	43
Closed Circuit	65
Datebook	60

Editorials	66
Fates & Fortunes	62
Fifth Estater	61

For the Record	56
In Brief	64
Masthead	66



Senator Hollings vows to get his bill passed this year.

Senate opens superhighway lane for broadcasters

By Kim McAvoy

Broadcasters may have a place on the information superhighway after all.

Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) last week unveiled a superhighway bill that recognizes a role for broadcasters in the future world of broadband interactive networks.

Backed by other key senators, the legislation would permit TV and radio stations to offer new digital services

over their channels and prod the FCC to consider easing broadcast ownership limits.

The FCC also would have to consider whether rules guaranteeing the local exclusivity of broadcast programming carried on cable systems should apply to other operators of broadband networks.

The inclusion of the broadcast-friendly provisions is a direct result of intense lobbying efforts by the National Association of Broadcasters and

broadcast networks and groups. The provisions were pulled from a legislative wish list adopted last month by the board of the National Association of Broadcasters.

NAB President Eddie Fritts said the association has told Hollings it will back the bill, although it needs some "fine-tuning."

Broadcasters want the flexibility to use a portion of their existing channels—and, in the case of TV stations, their to-be-assigned advanced TV channels—to provide new digital voice, data and video services.

The legislation would grant the flexibility, but only if the services are related to conventional broadcast services and only if the broadcasters are willing to pay for it. The fees would be equivalent to the amount the government could raise by auctioning the spectrum.

The legislation would order the FCC to review not only the national and local broadcast ownership limits, but also the prohibition against common ownership of TV stations and local cable systems. Because the TV-cable ban is statutory, it will be up to Congress to relax or eliminate it, depending on the FCC's recommendation.

Hollings, who plans to begin hearings later this month, vowed to get the bill passed this year. The legislation has the backing of a majority of the Senate Commerce Committee. "It has a lot of steam behind it," one Capitol Hill-watcher said.

Incorporating S. 1086, introduced by Daniel Inouye (D-Hawaii) and

Continues on page 13

The Hollings bill would:

- Direct the FCC to review its radio and TV ownership rules and "eliminate those that are not necessary as long as the goal of media diversity is achieved."
- Require the FCC to consider establishing network nonduplication rules and syndicated exclusivity rules for cable's competitors.
- Permit broadcasters to use spectrum for non-programming services if they paid for it and if services were "broadcast-related."
- Ask the FCC to conduct a study on the statutory cable-crossownership ban.
- Allow RBOCs to offer long-distance telephone ser-

vice with Justice Department and FCC approval. RBOCs must also show that "there is no substantial possibility that they may use their market power to impede competition." And the FCC must find that a Bell company has "opened its network and "faces actual and demonstrable competition in the geographic market" to offer long-distance service in-region.

- Permit RBOC manufacturing of telecommunications equipment.
- Permit telcos to offer cable service within their service area under certain conditions.
- Require telcos to provide cable services through a separate subsidiary. Telcos may not cross-subsidize their cable operations with telephone revenues. —KM

Hill keeps up antiviolence pressure

In wake of monitoring plans, Hollings continues to threaten legislation; Simon will resist

By Kim McAvoy

Despite commitments from broadcast and cable networks to independently monitor their programs for violent content, some lawmakers still are calling for legislative action.

Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) last week told reporters that Congress has "got to act." But Hollings can count on opposition from Senator Paul Simon (D-Ill.).

Simon, who has led the charge on Capitol Hill to rid the airwaves of gratuitous violence, says he will resist any legislation on the issue. At a press briefing last week, he called the TV industry's agreement to monitor programming a "breakthrough" that should keep violence under control.

"Monitoring will keep the public informed and keeps pressure on cable and the broadcasters," he said.

But Hollings is not satisfied. The senator considers the TV industry's announcement that it will monitor programs a hollow promise. He says he has heard it all before and that he is ready to hold hearings on the constitutionality of his TV violence bill. Under the measure, broadcasters would be prohibited from airing violent programs during hours when children are watching.

Still, broadcasters are hopeful that Simon can convince Hollings and other government officials, notably Attorney General Janet Reno, to accept the industry's plans and let up on the pressure to legislate. Simon said he has been talking with Hollings and Reno.

Also teed up on the issue is Senator Byron Dorgan (D-N.D.). Last week he introduced legislation that would require so-called V-chip technology to enable parents to block programs rated for violence.

And House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), author of the first V-chip bill offered in Congress, would like to see his measure become law. Markey's bill was given a boost last week when leading cable programmers publicly endorsed the technology.

In addition to monitoring, cable

promised to rate its programming for violent content and it backed V-chip legislation. The V-chip will give parents the "same control today that parents may have had 20 years ago," said Showtime President Winston Cox in unveiling cable's plan.



Simon will resist legislation regulating TV violence.

Some cable programmers, however, have not signed on to the "Voices Against Violence" initiative. Absent are USA Network, E! Entertainment Television and Black Entertainment Television.

Cox said cable would like the broadcast networks to agree to rate their programs and participate in a joint monitoring effort.

But CBS Senior Vice President Martin Franks did close the door. The networks will discuss the idea of a joint monitor with cable, but "our pre-

sent inclination is to do our own," he said.

The broadcast networks expect to have their own monitoring system in place this fall, Franks said.

He stressed that broadcasters do not support the V-chip technology or the use of ratings. The networks have "not found any legislation we can endorse," including the V-chip measures, he said. "We feel there are constitutional problems with it all."

And broadcast network officials, in letters to Simon last week, said they were reserving the "right to suspend the joint assessment program in the event legislation is enacted or new regulations are promulgated."

"I'm glad to see the industry taking voluntary steps to reduce the amount of violence in broadcast programming and help parents control what their children are seeing," said FCC Chairman Reed Hundt, who has called on TV programmers to regulate themselves.

"All these steps demonstrate that the industries' commitments to accept responsibility for what they produce and exhibit are real," said Jack Valenti, president of the Motion Picture Association of America. "They are not only preferable to governmental action but will be more effective." ■

TV violence critics critical of plans

"It's all smoke and mirrors," says Terry Rakolta, Americans for Responsible Television, of broadcasting and cable's TV violence plans. "It's a delaying tactic, so it will be business as usual for the next five years."

Rakolta, who has pressured the government to crack down on violence and indecency on TV and radio, was most critical of broadcasting because it is the only service that many low-income people receive. "The people most at risk will see the most violence," she says.

Another TV violence critic, Bill Abbott, president of the Foundation to Improve Television, was pleased with cable's endorsement of the V-chip program-blocking technology, but found broadcasting's monitoring promise lacking. "That might help people who don't watch television," he said. "People who watch already know how much violence is on TV." —CS

ABC to produce shows with Brillstein-Grey

Joint venture will create programing for all networks, cable, radio

By Joe Flint

Capital Cities/ABC has become the first of the big three networks to form a partnership with a TV production company in the wake of relaxed financial interest and syndication rules.

Under an agreement reached last week with Brillstein-Grey Entertainment, the two have formed a new—not yet named—venture that will produce programing for ABC. The network will have first-look rights and an ownership interest, but the company will be free to produce for other networks. The entity also will seek to tap into the pay-per-view cable market, interactive TV and radio syndication.

Capcities/ABC is financing the venture with an initial investment said to be around \$100 million. But executives familiar with the deal say a number can't be pinned down because it depends on how much is produced and distributed. Brillstein-Grey, headed by Brad Grey and Bernie Brillstein, is known for developing comedic talent; the company manages Garry Shandling, Mike Meyers and Dana Carvey, as well as *Saturday Night Live* Executive Producer Lorne Michaels and sitcom producer Jay Tarses.

The new venture will open for busi-



Bernie Brillstein and Brad Grey: 'We will, in essence, be a studio,' to produce for ABC and the other networks.

ness in a couple of months and will bring in a president and programing executives who will report to Grey and Brillstein. Brillstein-Grey Entertainment will keep its management and its motion picture business separate from the ABC-Brillstein-Grey entity.

"This is not an in-house deal, but a

Continues on page 13

TV networks take ratings into own hands

ABC, CBS and NBC commit \$30 million to create new measurement system

By Steve McClellan

It's no secret that the big three TV networks have problems with the way Nielsen computes television ratings. Last week they signaled their dissatisfaction in a big way with word that they will fund a three-year, \$30 million project to create the next-generation television ratings system.

The project will be implemented by the Committee on Nationwide Television Audience Measurement (which includes the three networks and the National Association of Broadcasters) and will be managed by Statistical Research Inc. (SRI), which until now has had a bigger profile in radio ratings.

At a press briefing last week, network representatives confirmed their frustration with the Nielsen system. The networks have complained almost since Nielsen started using its peoplometer in 1987 that the sample understates some measurements, overstates others and is skewed toward cable households.

But the representatives also stressed that the initiative is not intended to

lock Nielsen out of the ratings business. Instead, they said, it is designed to create a measurement system that will make it easier for new competitors to enter the business and also to help Nielsen improve as the industry heads toward an increasingly complicated television universe.

"We are not saying that Nielsen's ratings system is bad, it's just not good enough," said Nicholas Schiavone, chairman of the committee and vice president, media and marketing research, NBC.

"Hopefully, this project will ease entry into the business by competitors," said David Poltrack, senior vice president, research and marketing, CBS. "Essentially, we're funding the research and development that previous companies like AGB had to do themselves." AGB is a British ratings company that challenged Nielsen in the mid-1980s. After one year and the loss of millions of dollars, the company pulled out.

SRI has been testing new ratings

techniques in several northern New Jersey counties and plans a full-blown market test in 1995 in an as-yet-unidentified market. Once the results are in, SRI will decide whether to enter the national TV ratings business.

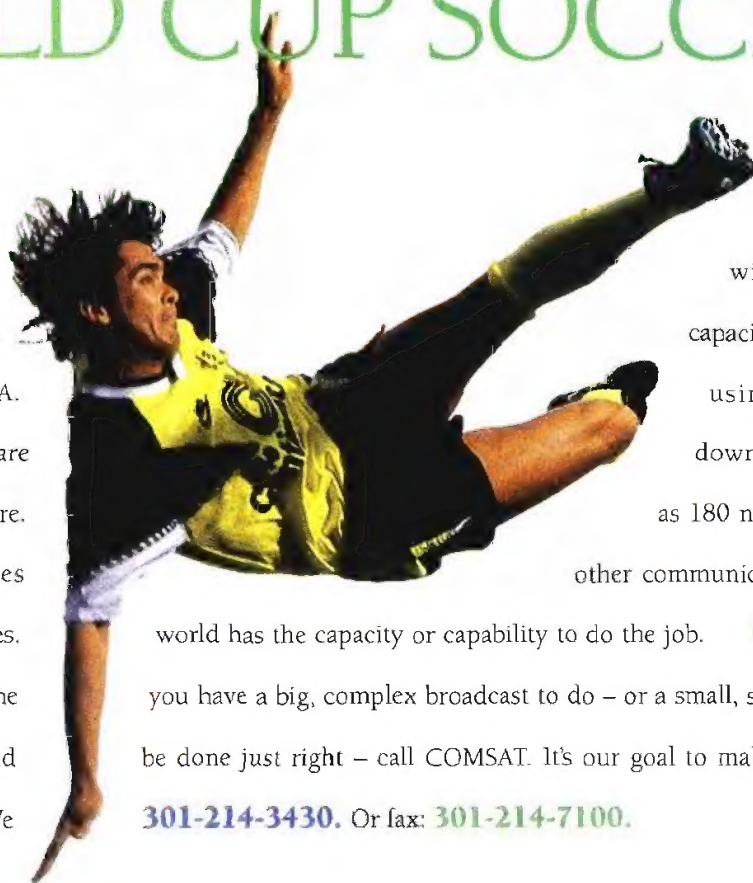
The committee has invited others in the media community, including cable networks, syndicators, agencies and advertisers, to submit suggestions about the new system. The committee is open to the idea of cable networks stepping in with a financial contribution to expand the project's cable ratings focus, Poltrack said. The Committee on Nationwide Cabletelevision Audience Measurement is inclined to get involved, said Chairman Howard Schimmel.

Nielsen's reaction also was positive. "The real issue, as [the committee] points out, is not the television measurement system of today, but how we will measure the more complicated environment of the future," said John Dimling, president, Nielsen Media Research. ■

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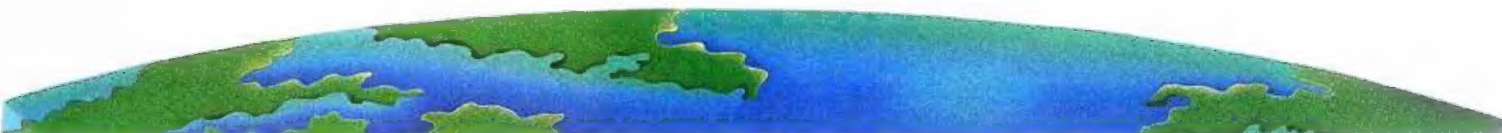
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WORLDWIDE COMMUNICATIONS Now!



Hispanic sports network going national

Prime Ticket will expand its regional ad-supported service late this year

By Rich Brown

La Cadena Deportiva, the nation's first Hispanic regional sports network, is going national.

Late in the fourth quarter of this year, veteran regional sports company Prime Ticket Network will debut a national version of the ad-supported basic cable network. The company's regional Hispanic sports network, launched last November, now reaches more than 700,000 homes in Southern California.

The new network, like the regional version, is designed to help cable system operators sign hard-to-reach Latino households, says Roger Werner, president and CEO of Prime Ticket Network and former president of powerhouse national sports network ESPN. Typically, only about 15%-18% of Latino households subscribe to cable service. Werner says that bringing Latino households into the fold can be valuable to cable system operators who can then offer those subscrib-

ers premium Hispanic services such as HBO en Español or pay-per-view offerings such as boxing.

Targeted areas for the new service



include Northern California and Denver as well as large portions of Arizona, New Mexico, Texas, Florida, New York and New Jersey. There are roughly 6.5 million Latino homes nationwide, according to 1990 census figures.

Werner says that a definitive rate card has not been set for the national service but it will be similar in structure to the regional network's rate card. The regional service is available to operators for 15-20 cents per subscriber. Werner says there will be

room for rate reductions based on the size of commitment and the number of subscribers carrying the channel.

Prime Ticket hopes to offer the network as a basic or expanded basic service rather than as a pay channel. Wide distribution is particularly important to the new network, which Werner says will be 60% ad-supported. He says he expects the network to break even within three years, given its ability to share costs with the regional service.

Programming already lined up for the national service includes exclusive U.S. rights to more than 400 international soccer games from Mexico, Spain, Argentina and other Latin American and European countries as well as major soccer events from around the world. Also on tap are 1,500 hours of live and taped sports programming including 100 boxing matches, 150 auto and motorcycle races, Latino lifestyle sports magazines and sports news shows. ■

The final bids for Paramount are in...maybe

QVC's Barry Diller increased his Paramount bid one more time last week—but not by much. His best effort amounted to shifting \$750 million worth of value, in a \$10 billion package, from non-cash to cash. That left Viacom's Sumner Redstone, who increased several portions of his offer, the seeming victor judging by trading in the two bidder's stocks later in the week.

But with investors having until Feb. 14 to commit to one of the offers, the final story may not have been written yet.

The Viacom offer was seen as having an edge because it would offer protection against a future decline in the value of its shares being offered to Paramount shareholders. Viacom would do this by issuing a security called a contingent value right (CVR), which would promise to pay as much as \$12 for each Viacom share if the stock at a future date traded below a certain level.

As matters stood last week, that edge might be enough for Viacom to win the battle for Paramount, since both bidders earlier signed an agreement prohibiting them from further adjusting the final tender offers submitted last Tuesday.

But a rumor making the rounds of investors suggested that QVC and its partners might try to improve the

value of their offer without formally changing it. It was said that QVC might seek to offer similar downside protection for the 74 million common shares it would offer to Paramount shareholders as part of the non-cash portion of its offer.

Investors speculated that such protection could be offered without violating the agreement if QVC's partner, BellSouth, promised to step in and buy QVC stock if it fell below a certain level in future trading.

What do securities analysts think of all this? New York-based Mark Riely said Viacom could achieve "significant cost savings" in a merger with Paramount, but "QVC and PCI have little cost-saving potential."

Disagreeing somewhat was Jessica Reif of Oppenheimer & Co., who said that Diller would be better able to manage Paramount's assets.

Viacom itself distributed a report by Christopher Dixon of PaineWebber that recommended the stock: "Fundamentally, we prefer the Viacom-Paramount-Blockbuster combination to QVC-Paramount. Notwithstanding Mr. Diller's proven ability to energize and stimulate the creative community...it would take time for that combination to generate sufficient cash flow and global presence to compete with the rapidly emerging industry behemoths."

—GF

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The other Olympics competition

NBC goes for the gold with movies, ABC will feature comedies and Fox counters winter games with summer themes

By Joe Flint

It may be too early to get a Nancy Kerrigan-Tonya Harding miniseries on the air to compete against CBS's 51½ hours of prime time winter Olympics coverage, Feb. 12-27, but that doesn't mean the other networks will let CBS walk away with a 30 share uncontested.

"My philosophy about scheduling against the Olympics is that on any given night, the majority watches something else. If CBS gets a 30 share, many are nontraditional CBS viewers, leaving the typical CBS viewer looking for something else to watch," says Preston Beckman, vice president, NBC program planning and scheduling.

Since women's figure skating does not start until the second week of the Olympics, NBC will go for the gold earlier with the heavily promoted made-for-TV movie *Witness to the Execution*, which will air opposite the opening ceremonies of the Olympics on Feb. 13.

During the first week of the Olympics, Beckman will focus on program-



NBC's *Witness to the Execution* airs opposite the opening of the Olympics

ing for women with a Danielle Steel movie and a movie return of *Hart to Hart*.

Not wanting to tamper with its normal Saturday lineup, NBC will program a country music special the first Saturday and a special on the Jackson family on Feb. 19 that is bound to draw attention.

During women's figure skating, NBC will counterprogram to children with another run of *Kindergarten Cop* and to action-seeking viewers with Steven Seagal's *Out for Justice*.

Although Fox has no specials or made-for-TV movies in the works to counter the Olympics, it will give viewers programming with warm-weather themes and premiere theatrical releases of "Point Break" and "Hot Shots" on Feb. 14 and Feb. 21, respectively. The network will air "Hot Shots" a second time on Feb. 25, pre-empting its normal Friday-night programming of *Briscoe County* and *The X-Files*.



Comedian Pauly Shore and *Baywatch*'s Pamela Anderson host Fox programming

Fox will test interactive TV on Sunday, Feb. 13, when viewers can call in and choose the ending for that night's broadcast of *Living Single*.

For the week of Feb. 14-21 Fox will have comedian Pauly Shore and *Baywatch*'s Pamela Anderson hosting the network's weekly lineup from Hawaii. David Lee Roth will perform during one of their segments.

ABC will look heavily to comedy to lure viewers from the Olympics. On Feb. 14 the network will premiere the movie "What About Bob?" and on Saturday, Feb. 19, the first new Mickey Mouse cartoon in seven years, in Disney's *The Prince and the Pauper*.

ABC will air the comedy "Look Who's Talking" on Sunday, Feb. 20, and its sequel—"Look Who's Talking, Too"—the following night.

The network hopes to grab Olympics viewers on Feb. 27 when the games end with a six-hour, three-night miniseries continuation of the *North and South* saga.

Extension of cable rate freeze likely

The FCC is expected to announce today that it will extend its cable rate freeze beyond Feb. 15, possibly to May 1. Both FCC Chairman Reed Hundt and Commissioner James Quello favor extending the freeze to keep rates down before the FCC enacts any new rate regulation scheme. As of late last Friday it was unclear whether Commissioner Andrew Barrett would support the extension. Last year he opposed extending the freeze from Nov. 15 to Feb. 15.

In other FCC news, the commission is now slated to meet on Feb. 22 to consider a host of cable rate regulation issues. Initially, the FCC was expected to meet on Feb. 10 to consider a proposal from Hundt

to scale back the FCC's cable rate benchmarks. Now it appears that Hundt wants to take up the benchmarks, regulatory relief for small cable systems, cost-of-service guidelines and the so-called going forward issues.

According to a commission source, Hundt and Quello support giving small cable system operators some type of relief from the FCC's rate regulations. Quello may also have his own benchmark proposal.

And it appears the FCC may get the necessary funds to implement its cable rate regulation. President Clinton's FY '95 budget is expected to include \$167.4 million for the agency—up from the \$160 million. —KM

Brillstein

continued from page 8

joint venture. We will, in essence, be a studio. Our intent is to do products for ABC but also produce for the other networks," Grey told BROADCASTING & CABLE. The deal, Grey adds, gives ABC a chance to take an ownership interest in product and participate in the back-end revenues.

Since ABC still is barred from the syndication business, Brillstein-Grey is in talks with Columbia Pictures TV Distribution about broadening the arrangement so Columbia would syndicate Shandling's *The Larry Sanders Show*.

David Westin, president, production, ABC TV Network Group, said the most important element of the deal for the network is Brillstein and Grey's strength in developing on-air talent: "We will let them identify people and then let us work together and figure out the distribution."

Westin, who previously headed Capacities/ABC's legal division, says the loosening of the fin-syn rules "has triggered different possibilities about being in new businesses that people did not think about before."

ABC TV Productions has product in development at all four networks for the new season. ■

Hollings

continued from page 6

John Danforth (R-Mo.), Hollings's bill would allow local telephone and cable companies to compete with each other and permit the regional Bell operating companies to manufacture telecommunications equipment and impose safeguards against anticompetitive conduct in their offering of video and other information services.

But unlike the House's so-called Brooks-Dingell bill, Hollings's measure would impose a more stringent entry test for RBOCs wishing to get into the long-distance business. For that reason, the RBOCs criticized the bill as too regulatory. The RBOCs "got screwed," one lobbyist said.

The RBOCs apparently are already lining up Senate support to amend Hollings's bill. One possible sponsor is John Breaux (D-La.), who sources said was considering offering his own superhighway bill. A Breaux aide said the senator has not decided whether he will introduce such legislation. ■

TeleMediaWatch

Public broadcasters asked Congress to set aside a "bike path" on the electronic superhighway for "instructional, educational, cultural and information services." Testifying before Representative Edward Markey's (D-Mass.) Telecommunications and Finance Subcommittee, Henry P. Becton Jr., president and general manager of PBS affiliate WGBH-TV Boston, said, "Our proposal would reserve 20% of the capacity of information highways." Institutions eligible for carriage on the public set-aside would not be limited to public broadcasting stations, but also would include access for schools, libraries and state and local governments, according to the proposal. It also calls for distribution of block grants to the Corporation for Public Broadcasting and other participants in the right-of-way. Other witnesses at the hearing, including U.S. Telephone Association Chairman Gary McBee, said there was room on the electronic highway for educational access.

Representative Edward Markey released his survey of the 20 largest cable companies on their plans to connect schools to the national information infrastructure. Bell Atlantic and its proposed merger partner, Tele-Communications Inc., already have announced plans to connect 26,000 schools. The survey indicates that the majority of the companies are not opposed to providing a free electronic link for schools, but are concerned about what it will cost.

The National Telecommunications and Information Administration has rescheduled the Los Angeles hearing that it was forced to postpone because of the recent earthquake. The hearing, "Telecommunications to Serve the Cities—Universal Service in Urban America," is scheduled for 8 a.m. Feb. 16 at the California Museum of Science and Industry. It will focus on the effectiveness and changing definition of universal service and its role in building communities.

Ameritech has filed plans with the FCC to build digital video dialtone networks that serve more than 1.2 million customers in 132 communities in Cleveland; Columbus, Ohio; Detroit; Indianapolis; and Milwaukee. Pending FCC approval, construction of the telco's first digital video networks could begin as soon as late 1994.

Top cable MSO Tele-Communications Inc., TCI spin-off programming company Liberty Media and Bell Atlantic Corp. last week said they have resolved major issues regarding their previously announced merger and expect to sign a definitive merger agreement within the next week. The companies said that they expect the financial terms to be comparable to those announced originally.

Bell Atlantic and Knight-Ridder are working together to deliver news information and advertising products. The video and text features will be delivered on Bell Atlantic's Stargazer interactive multimedia television service. The partnership's first products should be available in 1995, following the introduction of video-on-demand services in the Washington area. Stargazer will begin a market test within the next six months.

The Interactive Network and the Sega Channel have joined forces to test consumer interest in games of chance for prizes. The Interactive Network technology allows millions of players to report their scores and learn within minutes how they fared in the competition. Sega is scheduled to launch its interactive service in 12 cities later this year. The service will deliver a library of videogame services to homes with a special adapter and a Sega game player.

Music companies want their own MTV

Plan cable channel to rival veteran music video service; home shopping tie-ins expected

By Rich Brown

Look out, MTV. Here comes Time Warner. And Sony. And Thorn EMI. And Philips Electronics. And Ticketmaster.

Five music industry powerhouses—Time Warner's Warner Music Group, Sony Corp.'s Sony Music, Thorn EMI's EMI Music, Philips Electronics' PolyGram and Ticketmaster together have mapped out a plan to rival MTV's worldwide dominance in the music video business. And it's coming soon. Plans call for the network to launch later this year in the U.S. and Puerto Rico.

Despite limited channel capacity on most cable systems around the country, the new channel will have certain advantages over other start-up cable networks. One is that Time Warner is the nation's second-largest cable system operator, serving more than 7 million subscribers in the U.S. Another is that the partners will consider giving equity in the channel to other major cable system operators that agree to carry it.

Cable system operators also might be attracted to the likelihood that the channel will include home shopping tie-ins. Viewers will be able to order CDs, videos and concert tickets of the artists they are watching. While plans for a home shopping tie-in have not been announced, Ticketmaster's involvement makes some kind of tie-in likely. The basic cable network also will be advertiser-supported.

MTV, which lays claim to a quarter-billion homes worldwide, faces competition on several fronts. Another music industry giant, Bertelsmann, plans to team with top multisystem operator Tele-Communications Inc. to offer a music video/home shopping channel in the U.S. Others are on the way, including an all-jazz network from Black Entertainment Television.

Meanwhile, existing services Country Music Television and Video Jukebox Network continue to build distribution in the U.S. and abroad. And other music video services are starting to make noise, such as MOR



Red Hot Chili Peppers, shown above at MTV awards, may get new place to rock.

Music TV, which features light adult contemporary music videos with home shopping tie-ins.

MTV is not sitting still as the competition builds. The company is entering a three-month home shopping test on its networks and hints that a full-time music video/shopping network could be in the cards. MTV continues to launch new services abroad and plans to test new music video formats on a state-of-the-art Castro Valley, Calif., cable system owned by parent company Viacom.

One thing MTV executives do not

have to worry about is losing access to the many top-name artists under contract to Warner, Sony, EMI and PolyGram. The four companies say they will continue to license their music videos to other entities. Likewise, their new music video network will license music videos from all available sources.

The music video network will be the second collaboration among EMI, PolyGram, Sony and Warner Music. The four partners on Dec. 24, 1993, helped launch a music video channel in Germany. ■

Shop/Talk

The debuts of two new talk shows have not achieved the breakout sampling of Warner Bros.' *Babylon 5* sci-fi series (see story, page 27), but King World Productions' *Rolonda Watts* showed signs of movement. In the two weeks since its Jan. 17 debut, *Rolonda*, a midseason replacement for the aborted *Les Brown*, averaged a 3.4 rating/12 share in the overnight (NSI, Jan. 17-28) Nielsen metered markets. Although /she is 5 share points off her lead-in programming, *Rolonda* has exhibited 18% share growth from week one (3.3/11) to week two (3.6/13). Tribune Entertainment's debuting Joan Rivers-hosted *Can We Shop?!* transactional talk show remained flat each of its first two weeks with respective 1.3/4 and 1.4/4 averages, down three share points from lead-in programming. However, Tribune officials have stressed that merchandising sales revenues from the local ADI markets—once tabulated—likely will take precedence as a barometer of success.

—MF



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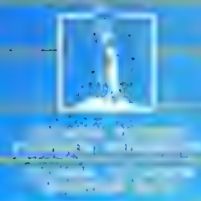
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HEADLINES

'Major' disappointment

Disappointing ratings for USA Network programming including the off-net debuts of *Major Dad* (MCA) and *Wings* (Paramount) are responsible for a write-down of approximately \$18 million in after-tax losses for Paramount Communications, a 50% owner of the cable network. USA was believed to have paid its parent companies MCA and Paramount sizable fees for the two series, which during the fourth quarter of 1993 showed ratings of 1.0 and 1.3, respectively, in the 7 p.m.-8 p.m. time slot. During fourth quarter 1992, reruns of *Quantum Leap* in that same time period delivered a 2 rating. Paramount reported a net loss of approximately \$35 million-\$40 million, or a loss of about 29 cents-33 cents per share for the third quarter of fiscal 1994 (ended Jan. 31). Losses were also tied to softness in the company's holiday motion picture release

schedule, particularly "Addams Family Values." The company also said it anticipates lower operating income from its TV programming operations due to a planned increase in the company's production output for the traditional broadcast networks.

Scripps expansion

Cincinnati-based E.W. Scripps Company has reached an agreement in principle to acquire Knoxville, Tenn.-based Bagwell Communications/Cinetel Productions, a producer of cable TV programming for A&E, The Discovery Channel, The Learning Channel, Nickelodeon, The Nashville Network and others. The Bagwell/Cinetel facility in Knoxville will be expanded to serve as the home and primary production center for The Home & Garden Television Network, a 24-hour cable network to be launched by Scripps in late 1994.

Interactive partnership

Los Angeles-based interactive TV company ACTV, regional sports service Prime Ticket Network and The William Morris Agency plan to jointly develop "L.A. Project," an interactive TV service set to debut by no later than early 1995. Prime Ticket will develop interactive sports and other programming, while William Morris will develop key entertainment and advertising relationships.

ESPN expands

In the wake of the launch of sports news network NewSport, veteran cable sports programmer ESPN in April plans to expand its own news programming. The flagship network and spin-off service ESPN2 will add four hours of SportsCenter each week as well as an expanded version of SportsNight and an additional two-and-a-half hours per week of *Baseball Tonight*.

Moriarty quits, blames violence backlash

'Law & Order' star has been outspoken in his criticism of administration efforts on issue

By Joe Flint

Actor Michael Moriarty—star of NBC's *Law & Order*—abruptly quit the show last week, saying he was being written out of the series because of his stand against Clinton administration efforts to curb TV violence.

Moriarty told BROADCASTING & CABLE that his outspokenness led to his role being reduced, which in turn led him to quit the show.

Moriarty was part of a group of producers and network executives that met with Attorney General Janet Reno in Washington Nov. 18 to discuss TV violence. Others at the meeting included NBC West Coast President Don Ohlmeyer; NBC VP, broadcast standards and practices, Rosalyn Weinman; *Law & Order* executive producer Dick Wolf, and Saatchi & Saatchi's Betsy Frank.



Michael Moriarty leaves 'Law & Order.'

Moriarty described the event as "something out of 'The Godfather'...a backroom meeting where they beat you up." Reno pushed for a 6 a.m.-9

p.m. safe harbor, he said, without really defining what programming she wanted, except "at least six hours of inspirational programming." "To my ears, it sounded like something out of *Reader's Digest*," said Moriarty. Another executive at the meeting confirmed that Reno was "none too pleased with any of us."

But exactly what makes a show violent is unclear. According to Moriarty, Reno at the meeting said she knows *Murder, She Wrote* has no violence, but said the show talks about nothing but violence. She made me feel, the actor said, "that I was an accessory to a drive-by shooting."

"Reno wants to control mass communications using the oldest ploy—the children," he said. After that meeting, Moriarty wrote Reno a one-sentence letter, saying: "The next time you call me to a meeting where only

one side gets to ask the questions, send a subpoena." It was after that letter, he says, that his role on the show started shrinking.

In a statement, *Law & Order* Executive Producer Dick Wolf said Moriarty's resignation "comes as a complete surprise." Moriarty, a spokesman for the producer said, was not being written out of the show, and his stand against the administration had no impact on his involvement with the show.

Whether Moriarty will end up leaving the show is uncertain. Wolf is still talking with him in the hope of resolving the situation, although actor Sam Waterston is said to be in negotiations with Wolf.

As for Moriarty, he told BROADCASTING & CABLE that he will continue to fight the administration's efforts to curb TV violence through regulation. "I don't buy one bit of this and will do my best to have laws enacted forbidding anyone from blackmailing American industries." ■

Bowl bailout

NBC coverage of Super Bowl XXVIII averaged a 45.5 rating and 66 share, the 7th-highest-rated Super Bowl. But viewing of two post-game sitcoms, *The Good Life* and *John Larroquette*, dropped off to a 14.2/24 and 12.3/23, respectively. The average for the two shows was a 13.3/23, a record low for entertainment shows following a prime time Super Bowl. "It demonstrates the point that despite the extraordinary popularity of football there is little residual value of televised games in terms of generating sampling of entertainment programming," said David Poltrack, senior vice president, research and planning, CBS. Networks usually promote a new midseason entertainment program after the Super Bowl, but NBC opted to give existing first-season shows a boost. Speculation was that the network didn't want to launch a new show after the Super Bowl only to have to contend with two weeks of winter Olympics competition for much of February. —SM

C change

CNBC today (Feb. 7) is unveiling its new logo to accompany the cable network's new lineup of prime time personalities, including Geraldo Rivera,

Tim Russert, Daisy Fuentes and Al Roker. The logo revamp is just the latest in a series of identity changes for the cable network, which debuted in April 1989. The network's previous logo had been in place since March 1992, when the network underwent a \$20 million remake. —RB

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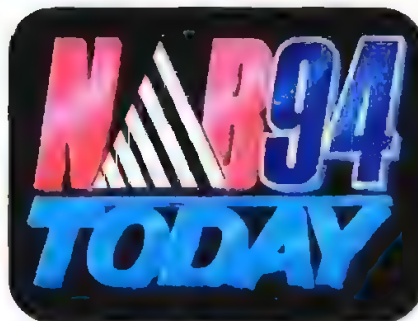
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- Convention highlights, including interviews with exhibitors and attendees
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New Starz! on cable programing horizon

Liberty Media launches premium service; MCA gives vote of confidence

By Joe Flint

Liberty Media's Encore pay cable service launched its new premium network, Starz!, last week with strong backing from MCA Inc. President and Chief Executive Officer Sid Sheinberg, who said that dealing with current pay cable services HBO and Showtime has become "quite distressing" for MCA Inc. At a press briefing for the Starz! launch, Sheinberg criticized what he described as a "we don't need you" attitude from HBO and Showtime.

Encore and Starz! are the first of eight pay channels Encore Chairman John Sie has in the works. The other six are specialty channels or "thematic" multiplex. The six channels—western, romance, mystery, action-adventure, true stories and kids films—will launch between June and December 1994.

Encore—the first major challenge to HBO and second-place pay channel Showtime in 10 years—is on a mission, Sheinberg said, and other studio executives are "excited about being courted."

To date, Sie has spent \$2.3 billion on programing, though Sheinberg said money was not an issue. "There is no more benefit (in going with Encore) than the alternatives. We were not bribed by superior licensing deals," Sheinberg said.

Initially, Starz! will be available only to cable systems owned by co-owned Tele-Communications Inc., which reaches 9 million homes. Sie said that he will start pitching Starz! to other cable systems by year's end when TCI is done fine-tuning the service.

"We want to get a good track record so everybody will want it," Sie said last week at Encore's launch briefing. Whether Sie will be able to get carriage in HBO parent Time Warner's 7 million cable households remains to be seen. Of the 9 million TCI households, 3 million already subscribe to Encore, which shows hit movies on a non-exclusive basis. Now, for \$4.95, subscribers can get both channels.

So far, Starz! has been able to sign deals with MCA's Universal Studio, Disney's Touchstone Pictures, Holly-

wood Pictures, Miramax, Turner's New Line Cinema and Carolco Pictures. Although the MCA/Universal deal includes "Scent of a Woman," "Carlito's Way" and "In the Name of the Father," the studio's two most acclaimed hits—Steven Spielberg's "Jurassic Park" and "Schindler's List"—are not part of the agreement. That's because Spielberg controls the aftermarket rights and may choose to bypass pay cable for network TV, as he did with "E.T." But if the movies do go pay cable, Sie guarantees that Starz! will carry them.

The deal for Disney product does not start until 1997, when Disney's current agreement with Viacom-owned Showtime expires. While, for

Universal, the chance to sign with Starz! represented new competition for HBO and Showtime, for other studios it meant finding a new market for their product. Harvey Weinstein, co-chairman, Miramax Films, said that other pay cable networks have played his studio's product at 2 a.m.

"Pay services never wanted our product," Weinstein said. "Encore courted us, and this relationship encourages us to produce quality films and speaks well for the future of our industry."

Miramax product licensed to Starz! includes "The Piano," "Farewell My Concubine," "The Crying Game," "Reservoir Dogs" and "Like Water for Chocolate." ■

NATPE is sales-friendly for action, kids shows

Stations fill gaps with action hours; FCC-friendly kids series rolled out at convention

By Mike Freeman

Although TV violence was a common chord struck among station programmers and produc-



'Robocop' was among action sellers.

er/distributors at the NATPE convention two weeks ago in Miami Beach, it did nothing to dampen the sales of action-adventure series, and it may have contributed to the sales of some "FCC-friendly" shows.

Industry executives at the convention estimate that the number of deals completed on the convention floor was 25%-30% ahead of last year.

Rysher Entertainment President Keith Samples said that his company's sales force closed 325 deals for the 10 weekly series being sold at the convention. Four of those weeklies are action hours *Robocop*, *Thunder in Paradise*, *Lonesome Dove* and *Highlander*, but Samples said he has yet to compute a breakdown for each series.

"The atmosphere and the mood of people at the convention was much more upbeat than in recent years," Samples said. "It was a very businesslike atmosphere, and quite pro-

ductive for most of the distributors I talked to, and none of them brought up concerns about perceived violence in our programming."

CBS affiliates, according to several distributors, expressed new-found interest in action-adventure hours to fill the Sunday afternoon void left by the loss of the NFL to Fox. Cannell Distribution chief Pat Kenney said that CBS affiliates in most of the top 20 markets had screened the company's newest weekly drama, *Hawkeye*, for which Cannell had produced a presentation tape with actors Lee Horsley and Linda Carter just a week before the convention.

"We've had a lot of strong offers from CBS affiliates as well as other stations," Kenney said. "Most of the CBS affiliates said they were looking for Sunday 5-7 p.m. lead-in programming to *60 Minutes*."

Worldvision Enterprises' two-hour female-skewing *Spelling Premiere* Network appeared to offer a counter-programming opportunity, with the block clearing 75% of the country (38 out of the top 40 markets).

Fox affiliates were shopping for

Towering numbers for 'Babylon'

Babylon 5, the newest hour-drama spoke of Warner Bros.' Prime Time Entertainment Network, scored an impressive 17% rating improvement over lead-in programming and a 49% year-to-year time period gain with a 7.0 rating/10 share average (Nielsen Station Index, Jan. 24-25) in 28 overnight metered markets. Best



top-market stories came in Los Angeles, where KCOP-TV saw a 113% share improvement over February 1993 sweeps time period levels with a 12.0/17 at 8-9 p.m.; WWOR-TV New York, whose 25% improvement came from a 7.2/10 score, and WPMR-TV Chicago, which posted a 5.9/9, marking a 50% share gain. The L.A. score was four share points ahead of its *Star Trek: Next Generation* lead-in, while Chicago was up a full share point over its *Trek* lead-in. In Houston and Seattle, *Babylon* outscored *Star Trek: The Next Generation* and spin-off *Deep Space Nine* in head-to-head competition. The biggest year-to-year gains came in Kansas City and Orlando, Fla., where KSMO-TV and WOFL-TV had respective 9.4/13 (up 225%) and 8.8/16 (up 220%) debut scores.

—MF

shows to fill the 11 p.m.-midnight time period that the network gave back to them. MCA TV's *Last Call* and Columbia Pictures Television

Distribution's *The Newz* comedy strips were said to be likely choices, but Kenney said some Fox affiliates had expressed an interest in checker-



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boarding several series, including Cannell's *Peepers* weekly diamedy series. Kenney said, however, that he is looking for earlier 10-11 p.m. clearances on independents before locking down deals for *Peepers*. Another weekly candidate that was announced just prior to the convention, Summit Media's *Martial Arts Masters*, was bought by a number of Fox-affiliated station groups as a lead in to next fall's football games, according to Summit President Shelly Hirsch. Summit signed clearance deals for *Martial Arts* in 50 markets, including deals with the Chris Craft, ABRY and Cannell Communications station groups.

On the children's educational programming front, Summit also cleared half-hour interactive weekly *Toby Ter-*

rier & His Video Pals in more than 50% of the country and locked up renewals for *Pick Your Brain* in approximately 70% of the U.S., says Hirsch.

Worldvision also unveiled an early animated production reel of its 2150: *The New Explorers* educational strip, which is being produced in association with the nonprofit Young Astronauts Council. Making presentations with former astronaut Gene Cernan, who will host "Astral Minute" live-action educational wraparounds on the show, Worldvision's senior vice president of sales, Bob Raleigh, said the Spelling syndication division completed station deals representing 45% U.S. coverage.

Another new educational weekly, ITC Television Group's *Madison's*

Adventures: Growing Up Wild, had offers from four major independent station groups, according to ITC syndication head Mike Russo. While he would say only that most of the interested stations are independents, Russo added that some CBS affiliates in the Pacific and Mountain time zones were looking at the FCC friendly show for Sunday 7 a.m.-noon time periods next fall.

Samuel Goldwyn Television's *Camp Gladiators*, which has received praise from several New York station rep firms for its mix of health education and athletic competition for kids, completed deals in 75 markets representing 65% coverage. Bohbot also is jumping into the FCC-friendly game with a fall 1995 cartoon project, *Enchanted Camelot*. ■

Racism and the role of talk shows

By Steve McClellan

Eeny, meeny, miny, moe, catch a nigger by the toe . . ." It's a little ditty, by no means harmless, that Phil Donahue and his friends used to chant routinely in their childhood days growing up in white, Catholic, suburban Cleveland.

Donahue offered this revelation at a NATPE panel session (Jan. 26) where talk show hosts gathered to talk about how they deal with the issue of racism on their shows. It was offered in the context of concurring with others that racism, in subtle and not-so-subtle forms, permeates American society.

The panelists, including Bertice Berry, Jerry Springer, Montel Williams and Geraldo Rivera, vociferously defended their right, indeed their obligation, to put neo-Nazis, Ku Klux Klan members and other racists and hatemongers on their programs to expose one of society's more deeply rooted problems. Racism is like cancer, said Donahue: "You don't always know you have it."

The problem is widespread, the panelists told a half-filled room at the midmorning session last week in Miami. They all agreed that the broadcasting industry itself had a long way to go in addressing the lack of racial diversity at higher management levels.

Donahue said he came to realize that it was impossible to come out of the environment he grew up in—white suburban America—"without the vestiges of racism in your soul."

Bertice Berry said she never has been confronted by a neo-Nazi or a skinhead, but has encountered subtler forms of racism. "Like on the plane where they don't expect me to be in first class. They assume I'm sitting in

racist tendency in their hearts. Until we admit the problem we can't solve it."

Racism, said Geraldo Rivera, is the most destructive and divisive issue in our lives. He recalled that his "low point" as a talk show host followed the infamous 1988 brawl on his show during an episode featuring racist skinheads. "There was a real backlash in the station community and among advertisers," Rivera said. "But that was an important program. It demonstrated a malignancy in our land that was growing at an alarming rate."

Asked about the national platform that racists receive when they appear on talk shows, Jerry Springer argued that the alternative—ignoring them and the topic—would insure the spread of racism. "TV doesn't create hatred," he said. "The vast majority accept racism because it is easier not to bring it up. But when they see it, their conscience is triggered and they say: 'I'm no better than them.'"

Rivera agreed, saying that any viewer persuaded by the views of a racist on a talk show is probably a "near neanderthal" who likely holds those views anyway. Rivera also argued that a healthy dose of "theatricality" is necessary in talk television to get an audience. "Is boring necessary to be righteous? Is drama evil? I don't believe so." ■

*"TV doesn't create
hatred. The vast majority
accept racism because
it is easier to
bring it up."*

-Jerry Springer

the wrong seat that belongs to Dr. Berry." (She has a Ph.D. in sociology.)

Montel Williams recalled an anecdote from last year's NATPE convention. A general manager at a Montel station told him about a pitch he'd just received from a syndicator launching a competing talk show with a black male host. "The syndicator told him that host was a 'less threatening' black man," said Williams. "Every one in this room has some sort of

Ratings Week

According to Nielsen, Jan 24-30

	abc ABC	CBS	NBC	FOX
MONDAY	11.0/17	15.9/24	13.8/21	8.5/13
8:00	50. Day One 10.5/16	23. Evening Shade 13.9/21	21. Fresh Prince 14.2/22	66. Fox Night at the Movies—M.A.N.T.I.S. 8.5/13
8:30		17. Dave's World 15.3/23	28. Blossom 13.5/20	
9:00	42. ABC Monday Night Movie—My Name Is Kate 11.2/17	8. Murphy Brown 17.8/26	25. NBC Monday Night Movies—To My Daughter with Love 13.8/21	
9:30		13. Love & War 16.0/23		
10:00		12. Northern Exposure 16.2/25		
10:30				
TUESDAY	18.5/24	11.3/18	10.0/16	4.5/7
8:00	13. Full House 16.0/25	31. Rescue: 911 12.6/19	45. Dateline NBC 10.8/17	86. Monty 5.1/8
8:30	11. Roseanne 16.7/25			90. Roc 3.8/6
9:00	State of the Union Address/Republican Response	State of the Union Address/Republican Response	State of the Union Address/Republican Response	State of the Union Address/Republican Response
9:30				
10:00				
10:30				
		69. Amer on the Line 8.2/14	74. NBC Analysis 7.7/13	
WEDNESDAY	16.5/25	11.4/17	10.7/16	10.6/15
8:00	7. Home Improvmt 17.9/27	68. Nanny 8.3/13	34. Unsolved Mysteries 12.3/18	41. Beverly Hills, 90210 11.3/17
8:30	16. The Critic* 15.5/23	57. Nanny 9.7/14	57. Now w/Tom and Katie 9.7/14	54. Melrose Place 9.9/14
9:00	3. Home Improvmt 24.9/35	45. In the Heat of the Night 10.8/15		
9:30	5. Grace Undr Fire 20.0/29	20. 48 Hours 14.3/24	52. Law and Order 10.0/17	
10:00	51. Birdland 10.3/17			
10:30				
THURSDAY	13.9/21	9.9/15	16.0/24	8.8/13
8:00	48. Missing Persons 10.6/16	60. How'd They Do That? 9.6/14	15. Mad About You 15.6/23	37. The Simpsons 11.9/18
8:30			9. Wings 17.3/26	61. Sinbad 9.4/14
9:00	23. Matlock 13.9/20	39. Eye to Eye with Connie Chung 11.7/17	4. Seinfeld 20.7/30	75. In Living Color 7.3/10
9:30		67. Second Chances 8.4/14	6. Frasier 18.4/27	77. Roc 6.5/9
10:00	10. Primetime Live 17.1/28		37. Homicide: Life on the Street 11.9/19	
10:30				
FRIDAY	13.4/22	12.4/20	11.0/18	5.7/9
8:00	26. Family Matters 13.6/23	33. Diagnosis Murder 12.5/21	72. Vlper 7.7/13	89. The X Files 4.8/8
8:30	30. Boy Meets World 12.8/21			78. Tales fr the Crypt 6.4/10
9:00	29. Step By Step 13.0/21	26. Burke's Law 13.6/22	31. World Pro Figure Skating Championship 12.6/20	76. Tales fr the Crypt 6.6/10
9:30	40. Hangin w/Mr. C 11.5/18	44. Picket Fences 11.1/18		
10:00	19. 20/20 14.7/24			
10:30				
SATURDAY	8.8/15	12.2/21	9.0/16	8.0/14
8:00	70. ABC Saturday Night Movie—See No Evil, Hear No Evil 8.0/14	18. Dr. Quinn Medicine Woman 15.1/26	78. The Mommies 6.4/11	71. Cops 7.8/14
8:30		62. Harts of the West 9.3/16	80. Getting By 6.2/11	63. Cops 8.9/15
9:00			45. Empty Nest 10.8/18	72. America's Most Wanted 7.7/13
9:30		34. Walker, Texas Ranger 12.3/22	42. Empty Nest 11.2/19	
10:00	57. The Commish 9.7/17		56. Sisters 9.8/17	
10:30				
SUNDAY	7.4/11	10.1/15	37.4/56	4.5/6
7:00	82. Am Fun Hm Vid 6.0/9	54. 60 Minutes 9.9/14	1. Super Bowl XXVIII—Dallas Cowboys vs. Buffalo Bills 45.5/66	92. Code 3 2.3/3
7:30	83. Am Fun People 5.6/8	48. Murder, She Wrote 10.6/15		91. Code 3 2.9/4
8:00	83. Lois & Clark 5.6/8			86. Martin 5.1/7
8:30				85. Living Single 5.5/8
9:00	65. ABC Sunday Night Movie—Dirty Rotten Scoundrels 8.6/14	52. CBS Sunday Movie—Mrs. 'Arris Goes to Paris 10.0/16	2. Sup Bowl Post 27.8/43	80. Married w/Chldn 6.2/9
9:30			21. The Good Life 14.2/24	88. Herman's Head 5.0/7
10:00			34. Larroquette 12.3/22	
10:30				
WEEK'S AVGS	11.7/18	11.8/19	16.9/26	7.2/11
SSN. TO DATE	12.6/21	12.9/21	11.5/19	7.2/11

RANKING/SHOW [PROGRAM RATING/SHARE] (nr)=NOT RANKED *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT TELEVISION UNIVERSE ESTIMATED AT 94.2 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 942,000 TV HOMES

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KEYNOTE SPEECH

9:00 AM—Empire Room

Raymond W. Smith, Chairman & CEO
Bell Atlantic Corporation

MAPPING THE ELECTRONIC SUPERHIGHWAY

10:00 – 11:00 AM—Empire Room

Moderator:

Donald V. West, Sr. Vice President & Editor
Broadcasting & Cable Magazine

Panel:

W. Patrick Campbell, Executive Vice President,
Corp. Strategy & Bus. Development
Ameritech

Kay Koplovitz, Founder, President & CEO
USA Networks

Roy Neel, President/CEO
U.S. Telephone Association

Dennis Patrick, President & CEO
Time Warner Telecommunications

Robert C. Wright, President
NBC

THE CONSUMER AS PROGRAMMER

11:15 AM – 12:15 PM—Empire Room

Moderator:

Joyce Tudryn, Associate Executive Director
International Radio and Television Society

Panel:

Larry Chiagouris, President
The Decision Shop

Vincent Grosso, Director of Interactive TV
AT&T

Greg Riker, Director, Future Home Technology
Microsoft Corporation

Dick Robertson, President
Warner Bros. Domestic Television Distribution

Nancy G. Stover, Project Leader, Your Choice TV
Discovery Communications

LUNCHEON SPEAKER

12:30 – 2:00 PM—Hilton Room

Sumner Redstone, Chairman
Viacom International

MADISON AVENUE ENTERS A NEW AGE

2:15 – 3:15 PM—Empire Room

Moderator:

Carolyn Wall, Executive Vice President
News America Holdings

Panel:

Martin Nisenholtz, Sr. VP/Director of Electronic Marketing
Ogilvy & Mather Direct

William Schereck, Executive VP, International
QVC Network

Stuart Segal, National Director for Interactive Advertising
Interactive Network

Robert W. Watson, Director, Advertising Services
AT&T

PROFESSIONAL RESPONSIBILITIES VS. CONSCIENCE

3:15 – 4:15 PM—Empire Room

Moderator:

Edward Bleier, President
Domestic Pay-TV, Cable & Network Features
Warner Bros.

Panel:

Paul Klein, President
PKO Television, Ltd.

Ben Wattenberg, Sr. Fellow
American Enterprise Institute

Rosalyn Weinman, VP, Broadcast Standards & Practices
NBC

Judith Regan, Vice President/Sr. Editor
Simon & Schuster

THE MULTI-MEDIA GIANTS: POISED FOR VICTORY OR DEFEAT

4:30 – 5:30 PM—Empire Room

Moderator:

Richard MacDonald,
CS First Boston

Panel:

Barry Kaplan, VP, Media & Communications
Goldman Sachs

Steve Rattner, Partner
Lazard Freres

Jessica Reif, Sr. Vice President
Oppenheimer & Co.

Tom Wolzien, Research Analyst
Sanford C. Bernstein

SATELLITES '94

Launch hiatus belies rising demand



Hughes technicians prepare latest cable programming satellite, *Galaxy I-R*, for launch this Wednesday

With most second-generation satellites already in orbit, carriers are turning their attention to startup cable networks and other new business.

By Harry A. Jessell

If all goes well, a McDonnell Douglas Delta rocket will roar from Cape Canaveral, Fla., this Wednesday, carrying into orbit yet another satellite for Hughes Communications.

Such launches of domestic communications satellites, a common occurrence during the past several years, will become a rarer sight in the last half of the 1990s.

The four domestic carriers—Hughes, GE Americom, AT&T and GTE Spacenet—are now preparing just three new satellites to join the 27

already in orbit. GTE Spacenet is slowly backing out of the business of operating satellites, making no plans to replace its aging birds. However, it hopes to thrive as a satellite services provider (see story, page 35).

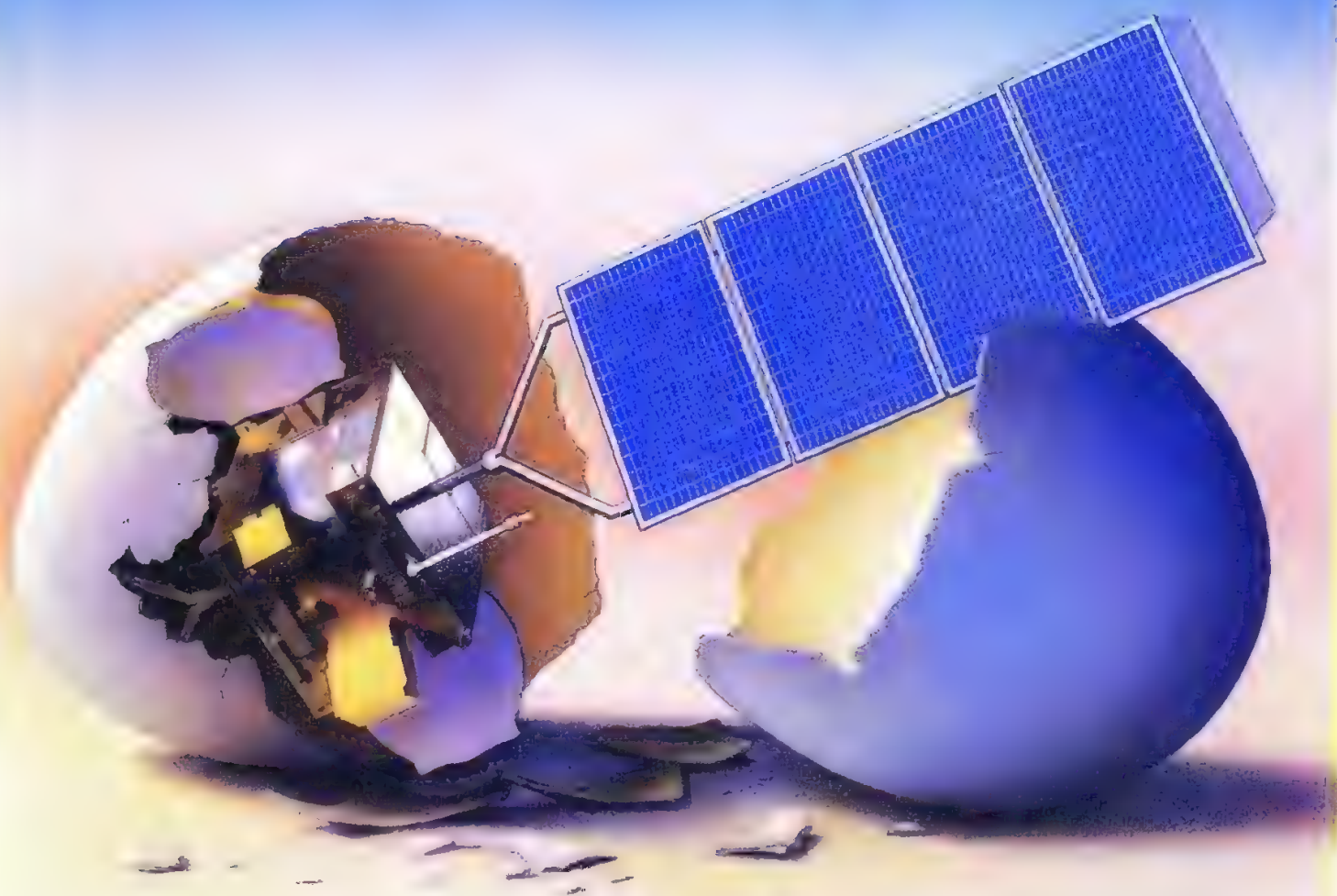
Nonetheless, the transponder marketplace is healthy. "We still see traffic growing in most, if not all, segments," says Walter Morgan, a long time industry analyst.

So if demand is growing, why is the number of launches and satellites decreasing? The chief answer is that the two largest operators—Hughes

and GE Americom—are nearing the end of their satellite replacement cycles, characterized by numerous launches of second-generation birds over the past few years. "You won't see another burst of launches for six or seven years," Morgan says.

But there are other reasons: The newest satellites are massive, containing twice as many transponders as their predecessors. Digital compression technology promises to expand the capacity of every satellite by making it possible to squeeze several channels of video through each

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transponder. And satellites are living longer.

The first-generation satellites of the 1970s generally had 12 transponders, the electronic package that receives signals from a single point on the ground and retransmits them to any number of points across entire continents. Second-generation birds of the 1980s jumped to 24 transponders.

AT&T's Telstar 401, which went into operation just last week, is an example of the new breed of high-capacity satellites (see story, page 36). Built by Martin Marietta Astro Space, Telstar 401 has 24 C-band transponders and 24 Ku-band transponders, eight wideband and 16 narrowband. If customers demand, the bird can be configured for 16 wideband Ku-band transponders.

Hughes launched two similar hybrids (24 Ku-band and 24 C-band)—Galaxy VII in October 1992 and Galaxy IV last June. It plans to launch yet another in the HS 601 series in 1996, Galaxy III-R.

GE Americom's monster bird is due in early 1996. It, too, will carry 24 C-band and 24 Ku-band transponders.

(C-band and Ku-band are two frequency bands. Because the Ku-band frequency is higher and more directional, Ku-band receive-antennas or dishes can be made smaller than C-band dishes without worry of interference from other satellites.)

Although satellite carriers believe digital compression is a given, it is a technology whose time has not yet come.

The technology is being held back for lack of a standard, says GE Americom CEO John Connelly. But, he says, it could come together in fairly short order. "The audio element is the only point still undecided," he says.

When it comes, says Ernie DeNegrìs, vice president and general manager, AT&T Skynet satellite services, compression will spur the satellite business, making satellite distribution economical for a whole new class of users, increasing demand as it increases supply.

"It will open markets we are not aware of at present," DeNegrìs says. "When it becomes available at attractive prices, people will use it."

Although compression may have relatively short-term application in cable, corporate video and distance learning, it may not find a place in satellite newsgathering for some time. "At this time, it's not a practical thing," says Harry Mahon, director of satellite services sales, GTE Spacenet, a leader in SNG services.

According to Mahon, today's compression systems require expensive encoders and relatively inexpensive decoders. For compression to work in SNG, he says, the economics have to be turned around so that the SNG

trucks can be outfitted to compress video inexpensively.

The useful life of a satellite is determined by how much fuel it has to feed the tiny on-board rockets that keep the satellite from straying from the center of their orbital slots. For most satellites, fuel runs out after 10-12 years.

In recent years, carriers have been able to stretch out the lives of satellites by placing them in a so-called inclined orbit when fuel runs low. In such orbits, satellites drift slightly but can still be used with earth stations with tracking capability. The tracking costs more, but the increase in ground equipment is offset by the steep discount on the satellite time.

Last fall, NBC cut a deal that gave it immediate access to Hughes's inclined SBS 4 on a part-time basis and will give it full use of the bird in late 1995. According to Hughes, the satellite will provide the limited service through 2005.

The carriers have done all the big deals, dividing among themselves the major cable and broadcast networks. GE Americom secured the last of the big contracts last September, re-signing NBC, another GE subsidiary. The network's traffic will move from Satcom K-1 to GE-1 in early 1996.

Yet, the marketplace should be far noisier than the launchpads in the years ahead. The carriers are now chasing scores of new cable networks

SATELLITE GUIDE TO THE SKY

Carrier Satellite	¹ C-band	Ku-band	Approximate end of life	Orbital slot ²	Carrier Satellite	¹ C-band	Ku-band	Approximate end of life	Orbital slot ²
AT&T					GTE Spacenet				
Telstar 302	24	—	1994	85	Spacenet III	18	6	2002	87
Telstar 303	24	—	1995	123	Spacenet IV	18	3	2004	101
Telstar 401	24	16	2006	97	GSTAR I	—	16	1996	103
GE Americom					GSTAR II	—	16	1995	125
Satcom C-1	24	—	2005	137	GSTAR III	—	16	1997	93
Satcom II-R	24	—	1995	72	GSTAR IV	—	16	2002	105
Satcom C-3	24	—	2005	131	ASC I	18	6	1994	128
Satcom C-4	24	—	2004	135	Hughes Communications				
Satcom C-5	24	—	2001	139	Galaxy I ³	24	—	1994	133
Satcom K-1	—	16	1996	85	Galaxy I-R	24	24	2006	133
Satcom K-2	—	16	1997	81	Galaxy III	24	—	1996	93.5
Spacenet II	18	6	1997	69	Galaxy IV	24	24	2005	99
¹ C-band and Ku-band columns indicate numbers of transponders on each satellite.					Galaxy V	24	—	2004	125
² Orbital slots are in degrees west longitude.					Galaxy VI	24	—	2002	74
³ Galaxy I will be replaced by Galaxy I-R, assuming its successful launch in Feb. 1994.					Galaxy VII	24	24	2004	91
Chart does not include satellites in "inclined" orbits because their use is limited by the need for tracking earth stations.					SBS 5	—	14	1998	123
Carriers plan to launch three additional satellites: AT&T, Telstar 402; Hughes, Galaxy III-R; and GE Americom, GE-1.					SBS 6	—	19	2000	95

that have popped up in the past year and a half in reaction to the cable operators' promise to expand channel capacity on their systems and make room for them.

Broadcast and cable TV remain the principal consumers of satellite capacity. Their share of the market "has been hovering around 65% for some time," says consultant Morgan.

Hughes thinks it has a leg up on the new business, having landed Fox's FX network as an anchor tenant on Galaxy VII. Should Hughes succeed in filling Galaxy VII with cable programming, the bird would become its third cable satellite.

Hughes's other cable birds are Galaxy I and Galaxy V. The satellite set for launch this week from the cape is Galaxy I-R, which will replace Galaxy I and take on its cable traffic.

Hughes's only other planned satellite launch is Galaxy III R in two years. With 24 C-band and 24 Ku-band transponders, the satellite will have plenty of room to accommodate any overflow business from the other satellites.

Competing for much of the same business, GE Americom is trying to become more customer-friendly, says Connelly. Not only will GE Americom help potential customers with needs assessment, he says, it will also help with financing through GE Capital. "We want to provide one-stop shopping."

"We're trying to find a way to go international to serve customers in that arena," says Connelly. "No one has done much of it. Customers need a safe, secure way into foreign markets."

GTE Spacenet already has found a way. Leveraging its SNG expertise, it is joining with Orion Satellite Corp. to offer an SNG service between North America and Europe via Orion's first satellite, set for launch over the Atlantic Ocean this fall.

Hughes is developing a new breed of satellite using the Ka-band, a block of frequencies even higher than Ku-band. The Spaceway project calls for the investment of \$660 million for the launch of two Ka-band satellites by the end of 1998.

Even as the satellite carriers launch the last of the second-generation satellites, they must look ahead. Says Hughes spokeswoman Penelope Longbottom: "It won't be long before we will begin the planning and marketing of the third generation." ■

GTE Spacenet: from satellites to service

GTE Spacenet's days as a standalone GTE subsidiary are over, and its days as a satellite operator may be numbered.

But company officials say they are determined to stay in the business as a service provider, using satellite capacity on other carriers as GTE Spacenet's own capacity dwindles.

"We have no plans to launch or construct any satellites," says Howard Svigals, vice president and general manager. "When you look at GTE Spacenet today, the focus should be on service."



Howard Svigals

For broadcasters and other TV news organizations, GTE Spacenet's principal service has been satellite newsgathering. And, according to Harry Mahon, director, satellite services, sales, the company remains "committed to SNG." Svigals and Mahon claim all is well at GTE Spacenet, despite a long period of corporate turmoil. GTE Spacenet's corporate independence ended last month as it was folded into GTE Government Systems. Spacenet's top executive, Svigals, now reports to Francis Gicca, president of Government Systems.

Downgrading came in the wake of downsizing. Last fall, 350 of the company's 1,000 employees were laid off. (It was the second large cutback for the company. Several hundred employees were given notice in late 1991 following GTE's merger with Contel.)

Nonetheless, says Svigals, GTE Spacenet has a solid future based on its special role. "We cross markets and focus on service," he says. "We're unique."

—HAJ



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Images courtesy of The Washington Ballet, © SPAN, CBS

Telstar 401 gets to work

AT&T's new satellite is beaming for ABC, PBS and syndicators

By Steve McClellan

Call it Telstar: The Next Generation. That's what the new Telstar 401 bird represents for AT&T's satellite transmission business.

The bird, launched in December, was officially put into operation last week for customers that will use it to beam broadcast signals, send data and experiment with digital compression of video signals. Customers include ABC, PBS and a host of syndicators including Paramount, Viacom and Columbia Pictures Television.

For the most part, syndicators acquire transponder space through satellite service suppliers and time brokers such as IDB Communications in Culver City, Calif., Keystone Communications in Salt Lake City, and EDS Communications in Dallas.

At least one user, Spectradyn, will enter the satellite age via Telstar 401. The Dallas based company, a leading supplier of pay-per-view services to the lodging industry, has subleased (through reseller EDS) one transponder on the bird. Up to now, the company has used terrestrial lines and on-site VCR racks to transmit programs.

According to Keane Taylor, who heads the satellite services division of EDS (the Ross Perot-founded company now owned by General Motors), Spectradyn will use CLI Spectrum Saver compression technology to beam 12 channels over one Ku-band transponder. Without compression, one transponder has the capacity to transmit one television channel.

Although some network broadcasters say that the current CLI technology does not meet the level of quality they need to compress and send signals, Taylor says Spectradyn's compressed digital signals will be better quality than analog signals it has transmitted to date.

The Public Broadcasting Service has acquired six Ku-band transponders on the new Telstar bird and will phase in the entire network and related classroom educational services during the next year and a half.

Digital compression will play a big part in PBS's future distribution plans. "Conservatively, we're talking about putting 25 services on five transponders," says Ralph Schuetz, director of customer relations in PBS's satellite services department. "But we've bandied about numbers as high as between 40 and 80 channels," he says.



PBS has committed to General Instrument's DigiCipher compression technology and currently is using DigiCipher I to compress some feeds. The network will upgrade to DigiCipher II when it becomes available in the spring of 1995.

Schuetz says that the network intends to compress all of its national programs (accounting for roughly 50% of the PBS program slate) via DigiCipher I by August. Programs originating at various PBS regional or state networks won't be compressed until DigiCipher II is available next year, he says. The network is doing a test run of sorts with *Sesame Street*, which the service began compressing last week with the switch to Telstar 401.

"We hope to be fully digital by the 1994-95 school year," says Schuetz. That will free up three transponders, which PBS will sublease to other users, including the Satellite Educational Regional Consortium and the National Technological University. Both of the services offer college-level learning classes. PBS also has acquired a C-Band transponder on Telstar 401 to continue servicing the backyard-dish market. For now, it won't be compressed.

Several state educational networks

also have acquired space on the new satellite, including the Georgia and Louisiana networks (half a transponder each) and the South Carolina network (a full transponder). All three plan to squeeze multiple signals onto those channels.

ABC has no immediate plans for compressing signals as it switches over to Telstar 401, but has acquired extra capacity—two Ku-band transponders—to use primarily for domestic satellite newsgathering.

Until now, GTE Spacenet had been ABC's "dominant supplier" of SNG services. Richard Wolf, director of telecommunications and distribution services at ABC-TV, says that GTE will continue to play a "significant role" in supplying support and communications services.

ABC also has acquired six C-band transponders on 401 for distribution of the network's primary satellite feeds as well as for its 24-hour affiliate newfeed, NewsOne.

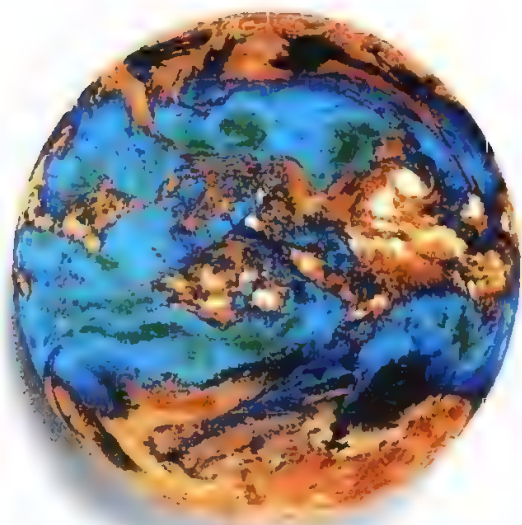
IDB Broadcast has acquired the rights to a minimum of four C band transponders on 401, according to company president John Tagliaferro. Among IDB's key syndication clients are Buena Vista Television, Columbia Pictures Television and Viacom. "Most of the stations that receive these programs are on C band, and that should be perpetuated for some time," he says.

Tagliaferro says that there are no immediate plans to compress any syndication signals. "Compression of broadcast distribution will be one of the last applications because the standards are so high," he says. "They're getting better every day, but the industry hasn't even agreed yet on a final set of standards."

Keystone Communications has acquired one C-band transponder, at the request of its biggest syndication client, Paramount Domestic Television. As for compression plans, a company spokesman says it has received many inquiries from clients and has formed a task force to study the issue. ■



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PanAmSat closes in on global goal

Closely held company has almost \$1 billion in prelaunch business

By Jim Cooper

After five years of wrangling with government regulations, lawsuits and corporate competitors, PanAmSat is on the verge of becoming the first privately held global satellite system.

This spring, PanAmSat will launch the second of four satellites. PAS-2 will cover the Pacific Ocean region, and PanAmSat is confident that money will be made by having the most broadcast/programming tenants on its transponders.

Indeed, the difference between getting by and getting rich in the burgeoning international satellite market will hinge on filling up video capacity.

Ascent Communications projects that the real growth area in international satellite business between 1992 and 1998 will be in television. It predicts 24% gains in the Pacific Ocean region, 25% in the Atlantic Ocean region and 22% in the Indian Ocean region. Growth in the business and telephony segments, while also expected to rise, will not match that of television.

PAS-1, PanAmSat's first bird, has been profitable for the Greenwich, Conn.-based company, which recorded \$40 million in revenue and net income of roughly \$17.1 million in 1992. In 1990, revenue was about \$15.7 million with a \$1.6 million net loss. PAS-1's capacity is filled, and prelaunch agreements are being made for the next generation of PAS satellites. A large number of broadcasters and programmers who "buy gobs" of transponder time are among PanAmSat's clients, says one industry analyst.

"The people you want to sign up are the big programmers who want to pump video capacity," says Tim Logue, a space and telecommunications analyst with the Washington-based law firm of Reid & Priest. "The key market is the video market; that's what seems to be booming."

At the end of 1993, roughly 66% of PanAmSat's business came from broadcasting tenants, 31% from business communications and 3% from long-distance telephone service.

With the launches of the new satellites, PanAmSat says its revenue could grow to \$195.7 million by 1996

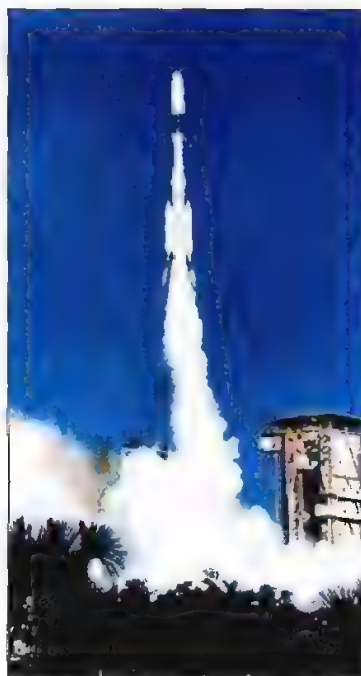
and to more than \$300 million by 1998. PAS-3 will place its footprint over the Atlantic region and PAS-4 will cover the Indian Ocean region.

This past summer PanAmSat offered \$440 million worth of bonds to finance the construction and launch of its remaining three satellites. The FCC had placed restrictions on the company, forbidding it to put satellites into orbit without first showing how it would pay for them. With the bonding completed, the company no longer has barriers to spending an estimated \$700 million to build, launch and maintain three Hughes HS-601s. PanAmSat also will have a ground based spare that can be launched in case of a failure.

Much of PanAmSat's success will depend on how the company conducts business in its new target markets. Industry sources say players will woo customers with the flexibility and power of their video delivery systems, and PanAmSat, along with its competitors, believes its system fits the bill.

"It will be a matter of providing good services. And price will certainly be a factor," says Susan Irwin of Irwin Communication. The president and founder of a Washington satellite consulting firm, Irwin also says having the right coverage area, enough power and technological flexibility to offer the best service will be keys.

PanAmSat's current operational satellite, PAS-1, provides a link between North and South America, with coverage of Europe and the Caribbean as well. The remaining three satellites will be launched sometime between March 1994 and May 1995 and will cover the rest of the globe. PanAmSat announced last December that it had signed about \$1



PanAmSat's first satellite, PAS-1, launches in French Guiana in 1988.

billion in prelaunch agreements.

At the time of the announcement, PanAmSat had \$850 million in transponder reservations on the new satellites from ESPN International, Turner Broadcasting, Televisa of Mexico, South African pay TV group M-Net, public broadcaster SABC and commercial network ABS-CBN of the Philippines.

"If you add the revenues of our PAS-1 satellite, the total going-forward contracts on the PanAmSat system are over \$1.2 billion," says PanAmSat President

Fredrick Landman.

Last June PanAmSat said it cut the largest multinational commercial use of digital compression with an agreement to carry MTV, NBC Canal de Noticias, Pay-TV, Cinecanal, Fox and Canada's TV-5 to Latin America on the PAS-1 satellite. The five programmers joined the more than 20 full-time programmers that use PAS-1 for the distribution of programming to cable headends and network affiliates throughout Latin America.

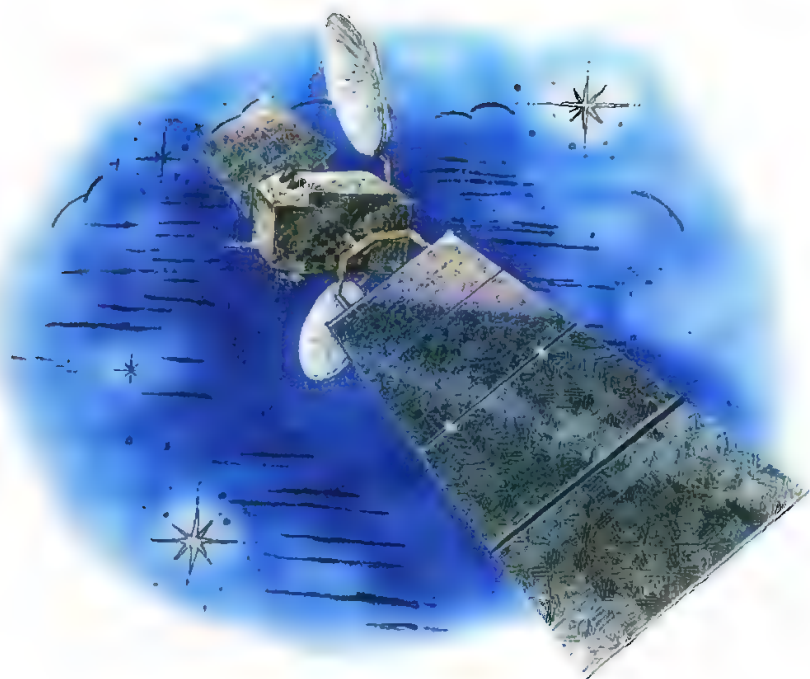
Basically entering the South American market as the sole provider of reasonably priced satellite service, PAS 1 stimulated a television business that might not have existed otherwise, says Irwin.

By 1995, PanAmSat hopes to cover roughly 98% of the globe. And while PAS-1 has made money for the company, the question of the hour is whether the aggressive launch of three additional birds will overextend the company.

"They've been announcing some big deals that might insure continued profitability," says Logue when asked for a prognosis on PanAmSat's Asia-Pacific launch.

Logue says PanAmSat is "entering

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Randy Falco, President, Broadcast and Network Operations, NBC



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markets that are very attractive." "The potential is there for a lot of success," says Logue, and, that increased competition will force the company "to justify the prices they're asking."

The Asia-Pacific market holds the promise of more competition for PanAmSat than it experienced in South America, with local satellites as well as Intelsat. Columbia Communications and Orion Network zeroing in on the market. With revenue of more than \$600 million in 1992, Intelsat and its signatory Comsat have been the dominant international system. With 19 satellites and more than 120 government members, Intelsat will not fade from the skies anytime soon. In an effort to keep pace with competitors, Intelsat has plans to put up

two more satellites, which will cover the Atlantic and Pacific region. Columbia currently has 24 C-band transponders divided evenly between Pacific and Atlantic footprints. Already a player in the Pacific, Columbia hopes to offer a less expensive Pacific alternative to Intelsat before PanAmSat PAS-2 is launched. Similarly, Orion has joined in a partnership with British Aerospace, which has invested \$30 million in the Orion 1 satellite venture that will be launched in August 1994. Orion 1 will provide connectivity for either transatlantic or continental service across Europe.

Competition will also come from well-established regional and national operators such as Astra satellite sys-

tem and Eutelsat in Europe.

With ballooning populations and economic growth, Asia seems to be the largest growth market, but regional players in the Pacific Rim also have carved out markets and are solidly entrenched in video footprints. However, observers are betting that continued economic prosperity will make the Asian market full of opportunity. And like Africa, Asia will not have fiber optic cable to string through remote areas, which bodes well for satellite technology in at least the near future.

"There will be a little more capacity" there, says Irwin, who notes that domestic regulations on the Japanese market may soon be lifted, adding a new host of potential players in the Pacific Rim. ■

Rene Anselmo: circling the globe with PanAmSat's CEO

Are you overextending yourself with three launches in a relatively short period of time?

PanAmSat's second satellite won't be launched until this spring, but already we've announced over \$1 billion dollars in contracts for the PanAmSat Global Satellite System. These contracts are for multi-transponder commitments on PAS-1 through PAS-4. Since then, we have made additional customer announcements. In fact, the demand for our services is so high that we just asked Hughes to modify the design of the PAS-4 [the Indian Ocean region] satellite. We will be adding eight more Ku-band spot beam transponders.



Rene Anselmo

How are you paying for the system?

The agreement with Grupo Televisa in December 1992 was for a 50% equity participation in PanAmSat in return for \$200 million to go toward the financing of the PanAmSat Global Satellite System. Within eight months, PanAmSat concluded a \$440 million public bond offering. The \$640 million, together with revenues from the PAS-1 satellite and some minor vendor financing, has enabled PanAmSat to fully fund the cost of the satellites, their launches and the necessary insurance.

What's the market for PanAmSat?

PanAmSat has built a reputation as the satellite of choice for broadcasters and programmers to Latin America. Many of our existing customers are global players who are looking to expand their programming around the world. We don't just distribute the top American programmers, such as CNN, HBO, ESPN and MTV; we also carry over eight languages into the U.S. and Latin America, including Greek and Yugoslavian programming.

Will you be able to fill the capacity of your three new birds?

As mentioned before, we had to modify the design of

PAS-4 to accommodate the increase in demand over India, Asia and the Middle East. We will fill the entire capacity of the PanAmSat System. However, we will always reserve space to accommodate the recurring feeds, special events and satellite newsgathering services.

Although the large multitransponder long-term agreements are our bread and butter, these short-term special event feeds are what keep us busy and responsive to our customer demands. We always want to be active, whether that means carrying Wimbledon or the Olympics to 100-plus countries, or transmitting up-to-the minute live breaking news events when a world crisis hits.

Is the market large enough for you and the other companies that are trying to break into the global satellite business?

PanAmSat is in a unique position as the first private global satellite system. On a global scale only Intelsat can compete. However, they are still owned by a government majority. In the regional markets there are new players: Brazilsat in Brazil, Apstar and Asiasat in Asia or Astra in Europe. But none of these guys can carry services around the world. For our customers this means that they only have to contract with one service company for global distribution.

What's your prognosis for the global satellite market?

Everyone worries that there will be surplus of satellite capacity and that by the time we launch the fourth satellite there will be too many satellites and not enough demand to keep services going. However, we proved with the launch of PAS-1 that this is an industry that promotes innovation. It's not that people are taking more pieces of the pie; it's that the pie is getting bigger. And we expect to have the biggest piece. —JC

'Hedgehog' overshadows groundhog

\$20 million marketing push for 'Sega's 'Sonic 3' involves McDonald's, Lifesavers

By Jim Cooper

The only shadow Punxsutawney Phil saw during last week's 107th Groundhog Day-turned-Hedgehog Day was cast by the huge six-story "Sonic the Hedgehog" balloon hovering over the time-honored proceedings.

The event in Punxsutawney, Pa., kicked off a \$20 million promotion campaign promoting "Sonic 3," the third release of the wildly popular videogame that has helped make Sega \$1 billion richer. Sega now has more than 60% of the video game market in the U.S., the company says.

Sega ran a flight of 15-second "teaser" television ads the week before the games were delivered to retailers nationwide on Feb. 2, Groundhog Day. Sega also joined with McDonald's, Betty Crocker and Lifesavers to create cross promotions.

McDonald's began running its Sonic ads last week. The ads cross-promote the games with 50 mill on Happy Meals. Lifesavers also will air spots and promote the game's release with ads on 70 million Lifesaver rolls.

All of the companies' ads will air on the national networks and several cable networks, including MTV and Nickelodeon. Spot television also will be bought in regions including the Northeast and Texas, which ring up large video game sales.

"This is the largest title release, especially from the broadcast side, in video game history," says Tom Abramson, group director, promotions, for the Red Wood City, Calif.-based Sega of America. Sega of America is a wholly owned subsidiary of Sega Enterprises Ltd., Japan.

"Sonic the Hedgehog 2" sold 4.5 million cassettes worldwide. Video game executives say the interest that built up for the launch of the third game can be compared only to a major movie release. Retailers are expected to have the games in stock for only a few hours.

Abramson says the promotion and advertising campaign were targeted to the important fast-food and food/



Sega's new game 'Sonic 3'

candy/grocery retail categories

The McDonald's component of the campaign is designed to attract 6- to 12-year-olds, with Lifesavers and Betty Crocker Fruit Rollups targeting the 10-15 teen category.

"The core audience is 12- to 17-year-

olds," says Abramson, explaining that that group's interest almost guarantees business from the younger group.

The campaign, which is heavy on giveaways, includes a significant radio buy in many of the top 20 markets. ■

Vermont may move out of Toon Town

The Association of National Advertisers is urging members of the Vermont General Assembly to reject a bill that would ban the use of cartoon figures in the advertising of alcohol and perhaps other products advertised on television.

In a letter to members of the Vermont House Health and Welfare Committee, ANA President Harry Davis says the bill would ban an "entire category of commercial speech, the use of cartoon figures, simply because that speech may be viewed by minors."

Citing several examples of the use of cartoon figures in advertising for various adult products, including the Pink Panther for home insulation and Peanuts characters for insurance, Davis says, "The use of cartoon figures is a long-standing, successful marketing device that is not inherently targeted at young people."

The bill would prohibit the use of any "cartoon figure" in the advertising or display of any "addictive substance" that cannot lawfully be purchased by a minor.

In 1985, the Supreme Court ruled that commercial illustrations are entitled to the same First Amendment protection afforded verbal commercial speech.

—JC

TV finances fare mostly better

But fourth-quarter, full-year results hurt by absence of political, Olympic ads

By Geoffrey Foisie

Group owners are reporting mixed results for the just-completed fourth quarter and full year. Among the factors affecting comparisons with 1992 results were the absence of election and Olympic telecasts, and the benefit of "reversing" the prior year's expenses for music license fees.

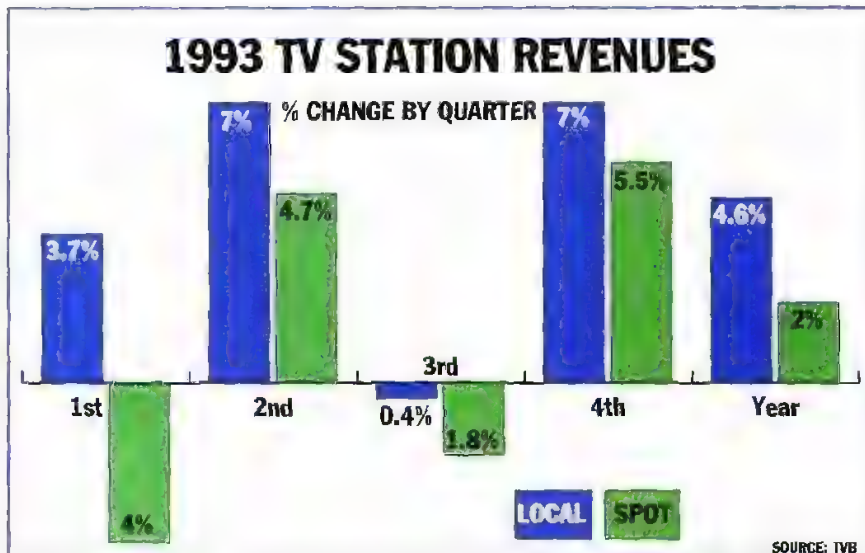
Capital Cities/ABC said earnings at the ABC Television network rebounded in the fourth quarter of 1993 after declining in the previous year's quarter. Overall fourth-quarter earnings for the broadcasting division jumped 33%, to \$278.6 million, on a 9% revenue gain, to \$1.5 billion.

Fourth quarter revenue for the TV stations and network were reported to be up moderately, while radio operations and ESPN reported substantial revenue increases.

News Corp. said its U.S.-based television operations generated record profits. Most or all of the gain came from the TV station group, which had operating margins of 44%. Results at the Fox network were hurt by the cancellation of *The Chevy Chase Show*.

General Electric simply said net earnings for NBC were up by a "double-digit" percentage. The comparison was made easier by the unprofitable 1992 summer Olympics.

McGraw-Hill also blamed Califor-



nia's recession for the 1% revenue decline registered by its TV station group, to \$28.2 million. The company owns WGTW(TV) San Diego. Operating profit fell 6%, to \$8.9 million. For the year, revenue was down 2.3%, to \$101.3 million, while operating profit fell 12.2%, to \$25.7 million. The prior year, operating income gained 14.1%.

At Multimedia, broadcasting cash flow increased 8%, to \$16.1 million, despite a 6% revenue decline, to \$42.2 million. The prior year's results were hurt, and the just-completed results helped, by a \$2.2 million programing

write-off taken in 1992. For the year, broadcasting cash flow inched down to \$47.8 million, on a 3% revenue decline, to \$155.7 million.

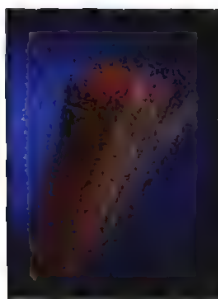
Heritage Media better survived the absence of political dollars, reporting fourth quarter television revenue up 2%, to \$12 million, although operating cash flow for the quarter decreased 8%, to \$5.6 million, due to an increase in operating expenses.

For the full year, revenue was up 5%, to \$41.5 million, while operating cash flow edged up 3%, to \$20.2 million.

BOTTOM LINES

Fiber optic demand up

Demand for fiber optic cable will be strong, according to a recent research report on Corning Inc. from Donaldson, Lufkin & Jenrette. Analyst Mark Hassenberg says telephone companies and cable operators should drive rising volume. Although Corning,



which has a 50% share of the fiber optic market, has seen prices fall 6%-7% the past few years, Hassenberg says its costs have dropped "8%-9%...resulting in significantly above-average and improving profitability."

IRS, Silver King do battle

Some broadcasters still are fighting the Internal Revenue Service over intangibles. The tax law revision permitting the amortization of FCC licenses, affiliation agreements and other so-called intangible assets applies to current returns and some earlier returns. However, as the lat-

est quarterly filing of Silver King Broadcasting shows, intangible amortization in earlier tax returns for assets acquired before 1991 still is being challenged by the IRS.

In reviewing the home shopping station group's 1987 and 1986 returns, the IRS proposed adjustments of \$6.5 million "relating to...amortization of acquired broadcast licenses and other broadcasting-related intangible assets." Currently, the IRS is reviewing Silver King's 1988 and 1989 tax returns. The actual burden of any adverse finding would be borne by its former parent company, HSN Networks Inc.

Changing Hands

This week's tabulation of station and system sales

KXXY-AM-FM/KOOL(FM) Oklahoma City; **WSJS(AM)-WTQR(FM)** Winston-Salem, N.C.; **WNOE-AM-FM** New Orleans and **KTGR(FM)** Port Sulphur, both Louisiana, and **WREC(AM)-WEGR(FM)** Memphis. Purchased by Radio Equity Partners (George Sosson, president) from NewMarket Media Corp. (Steve Robertson, chairman) for an estimated \$100 million (BROADCASTING & CABLE, Jan. 3). **Buyer** owns **WHYN-AM-FM** Springfield, Mass., **WWBB(FM)** Providence, R.I., and **WKCT(FM)** Lehigh Acres, Fla. Also it is buying **WWDM(FM)** Columbia (Sumter), S.C. (see below). **Seller** has no other broadcast interests. **KXXY(AM)** has C&W format on 1340 khz with 1 kw. **KXXY-FM** has C&W format on 96.1 mhz with 100 kw and antenna 1,167 ft. **KOOL** has oldies format on 101.9 mhz with 100 kw and antenna 1,390 ft. **WSJS** has news/talk format on 600 khz with 5 kw. **WTQR** has modern country format on 104.1 mhz with 100 kw and antenna 1,420 ft. **WNOE(AM)** has C&W format on 1060 khz with 50 kw day, 5 kw night. **WNOE-FM** has country format on 101.1 mhz with 100 kw and antenna 1,004 ft. **KTGR** has oldies format on 106.7 mhz with 100 kw and antenna 981 ft. **WREC** has full-service format on 600 khz with 5 kw. **WEGR** has AOR format on 102.7 mhz with 100 kw and antenna 970 ft. Filed Jan. 10. *Brokers: Richard A. Foreman Associates and Hartstone & Dickstein.*

KRXX-FM Minneapolis/St. Paul. Purchased by Capital Cities/ABC (Jim Arcara) from Entercom Inc. (Joe Field) for an estimated \$20 million-\$22 million. **Buyer** owns **KABC(AM)** Los Angeles; **WABC(AM)-WPLJ-FM** New York; **KGO(AM)** San Francisco; **WJR(AM)-WHYT-FM** Detroit; **WLS-AM-FM** Chicago; **WMAL(AM)-WRQX-FM** Washington; **WBAP(AM)-KSCS-FM** Dallas-Fort Worth. **WKHX-AM-FM/WYAY-FM** Atlanta, and **KQRS-AM-FM** Minneapolis. **Seller** owns 3 AMs and 8 FM. **KRXX-FM** has CHR format on 93.7 mhz with 100 kw and antenna 1,033 ft. *Broker: Blackburn & Co.*

WGNA-AM-FM Albany, N.Y. Purchased by Liberty Broadcasting Inc.

(Michael R. Craven, chairman) from **WGNA Broadcasting Inc.** (David S. Gingold, president) for \$13.5 million. **Buyer** owns **WGBB(AM)** Freeport and **WBAB-FM** Babylon, both New York; **WMXB(FM)** Richmond, Va., and **WHFS(AM)** Annapolis and **WXTR-FM** Waldorf, both Maryland. **Seller** owns **WSLR(AM)-WKDD-FM** Akron, Ohio; **WGKX(FM)** Memphis; **WHLI(AM)-WKJY(FM)** Hempstead, N.Y.; **WHOM(FM)** Mount Washington, N.H., and **WWKL(FM)** Harrisburg, Pa. **WGNA(AM)** has country format on 1460 khz with 5 kw. **WGNA-FM** has country format on 107.7 mhz with 12.5 kw and antenna 984 ft. Filed Jan. 12 (AM: BAL940112GF; FM: BALH 940112GG).

WWDM(FM) Columbia (Sumter), S.C. Purchased by Radio Equity Partners LP (George Sosson, president) from Threshold Broadcasting Inc. (John D. Marshall, president) for \$13.75 million. **Buyer** also is buying NewMarket Media's 11 stations (see above). **Seller** has no other broadcast interests. **WWDM** has urban contemporary format on 101.3 mhz with 10 kw and antenna 1,322 ft. *Broker: Blackburn & Co.*

WGSM(AM) Huntington and **WMJC-FM** Smithtown, both New York. Purchased by Gary Starr from Greater Media (Peter Bordes) for \$5 million. **Buyer** owns **WRHD(AM)-WRCN-FM** Riverhead, N.Y., and **WINE(AM)-WRKI-FM** Danbury, Conn. **Seller** owns **KKSO(AM)** Des Moines and **KJJY-FM** Ankeny, both Iowa; **WOKQ-FM** Dover, N.H.; **KSRO(AM)** Santa Rosa, **KVVV-FM** Healdsburg, **KRCX(AM)-KRXQ-FM** Roseville, and **KSTE(AM)** Rancho Cordova, all California. **WGSM** has big band format on 740 khz with 25 kw. **WMJC-FM** has soft adult contemporary format on 94.3 mhz with 3 kw and antenna 300 ft.

WWTN-FM Manchester, Tenn. Purchased by Nashville Acquisition Corp. (John Robert E. Lee, president/CEO) from John C. McLeMore, trustee for estate of General Media-Nashville Inc., for \$2.8 million. **Buyer** and **seller** have no other broadcast interests. **WWTN-FM** has beautiful music format on 99.7 mhz with 100

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KJOC-AM/WXLP-FM, Quad Cities, Iowa/Illinois from **Goodrich Broadcasting, Inc.**, Robert Goodrich, President, to **Connoisseur Communications Corporation**, Jeffrey D. Warshaw, President., Connoisseur, Inc., for \$2,925,000.

George I. Otwell, Charles E. Giddens, Randall E. Jeffery and Elliot B. Evers initiated this transaction.

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kw and antenna 2,033 ft. Filed Jan. 21 (BALH940121GG).

KEVU-TV Eugene, Ore. □ Purchased by California Oregon Broadcasting Inc. (Patricia Smullin and Caro Anne Brown) from Telecasters of Eugene Inc. (Raul Pazuelos, CEO) for \$2.65 million. **Buyer** owns KRCR-TV Redding, Calif., KOBI-TV Medford and KOTI-TV Klamath Falls, both Oregon. **Seller** has no other broadcast interests. KEVU-TV is independent on ch. 34 with 3 kw and antenna 850 ft. *Broker: Kalil & Co.*

WGLU-FM Johnstown, Pa. □ Purchased by Tele-Media Broadcasting (Robert E. Tudek, president/chairman) from PAC Media Inc. (Warren Diggins and David Banks) for \$1.9 million. **Buyer** owns WOKK-FM Johnstown, WRKZ-FM Harrisburg, WRSC(AM)-WQWK(FM) State College and WEST(AM)-WLEV(FM) Allentown, all Pennsylvania; WLKW(AM)-WWLI-FM and WPRO-AM-FM Providence, R.I., and WTAD(AM) WOCY(FM) Quincy, Ill. **Seller** has interests in WFX(AM)-WZXR(FM) South Williamsport, Pa. WGLU-FM has CHR format on 92.1 mhz with 6 kw and antenna 1,043 ft. *Broker: Media Services Group.*

WHFM(FM) Southampton, N.Y. □ Purchased by Liberty Broadcasting of New York Inc. (James Thompson, president/CEO) from Faircom Southampton Inc. (Joel Faircom, president) for \$1.85 million. **Buyer** owns WGBB(AM) Freeport, WGNA-AM-FM Albany, and WBAB-FM Baby on all New York; WMXB(FM) Richmond, Va., and WHFS(AM) Annapolis and WXTR-FM Waldorf, both Maryland. **Seller** owns WFNT(AM)-WCRZ(FM) Flint, Mich. WHFM has jazz/classical format on 91.3 mhz with 1 kw and antenna 165 ft. Filed Jan. 14 (BALH940114GH).

KKXX-FM Delano, Calif. □ Purchased by Lithosphere Broadcasting LP from Grapevine Radio Inc. for \$1.515 million. **Buyer** owns KSTT-FM Los Osos, KRAB(FM) Greenacres, and KFCL-FM Woodlake, all California. **Seller** owns 12 AMs and 7 FMs. KKXX-FM has CHR format on 105.3 mhz with 4 kw and antenna 548 ft. Filed Jan. 13 (BALH940113GG). *Broker: Ray Stanfield & Associates.*

KKMG(FM) Pueblo, Colo. □ Purchased by Whale Communications of Colorado Inc. (Michael Dixon, president) from Citadel Communication Corp.

(Lawrence Wilson, president) for \$912,500. **Buyer** has no other broadcast interests. **Seller** owns 8 AMs and 16 FMs. KKMG has CHR format on 98.9 mhz with 100 kw and antenna 1,715 ft. Filed Jan. 13 (BALH940113GI).

KCHT-FM Bakersfield, Calif. □ Purchased by J&C Equinox XX LP (Dwight Case, president) from Grapevine Radio Inc. (Stuart W. Epperson, president) for \$800,000 (see KKXX-FM, above). **Buyer** owns KQOO-AM-FM Clovis and KOPW-FM Fresno, both California. **Seller** owns 12 AMs and 7 FMs. KCHT-FM has CHR format on 99.3 mhz with 6 kw and antenna 154 ft. Filed Jan. 13 (BALH940113GH). *Broker: Ray Stanfield & Associates.*

WRZR(FM) Johnstown, Ohio □ Purchased by Salem Media of Ohio Inc. (Stuart W. Epperson) from Ragan Henry Communications Group LP (Ragan A. Henry) for \$650,000. **Buyer** owns 12 AMs and 6 FMs. **Seller** owns 8 AMs, 15 FMs and 1 TV. WRZR has rock format on 103.1 mhz with 3 kw and antenna 444 ft. Filed Jan. 18 (BALH940118GG). *Broker: Force Communications & Consultants.*

WMBH-AM-FM Joplin, Mo. □ Purchased by Big Mack Broadcasting (William Mackie and Thomas McCoy, directors) from Hendren-McChristian Communications (Kim D. Hendren, president) for \$600,000. **Buyer** has no other broadcast interests. **Seller** owns KKID(AM)-KKUZ-FM Salisaw, Okla., and KOLX-FM Barling, Ark. WMBH(AM) has C&W format on 1450 khz with 1 kw. WMBH(FM) has

oldies/top 40 format on 102.5 mhz with 100 kw and antenna 410 ft. Filed Jan. 14 (AM: BAL940114GE; FM: BALH940114GF).

KAZR(FM) Coolidge, Ariz. □ Purchased by Rainbow Broadcasting Inc. (Charles Brentlinger, president) from FM 103 Broadcasting Inc. (Nadine Salisbury, president) for \$500,000. **Buyer** and **seller** have no other broadcast interests. KAZR has AOR format on 103.9 mhz 3 kw and antenna 300 ft. Filed Jan. 13 (BALH940112GU).

WVLR(AM)-WJJS(FM) Lynchburg, Va. □ Purchased by Virginia Network Inc. (Bruce Houston, president) from CRS Communications Inc. (Douglas Caton, president) for \$325,000. **Buyer** owns KKCU(FM) Liberty, Mo.; WLDJ(FM) Appomattox and WRHX(AM) Herndon, both Virginia. **Seller** has no other broadcast interests. WVLR has urban contemporary format on 1320 khz with 1 kw. WJJS has country format on 101.7 mhz with 3.4 kw and antenna 300 ft. Filed Jan. 13 (AM: BAL940112GL FM: BALH940113-GM).

KMCD(AM)-KIK-FM Fairfield, Iowa □ Purchased by Jay Mitchell Associates Inc. (Jay Mitchell) from Galesburg Broadcasting Co. (Prichard family) for \$200,000. **Buyer** and **seller** have no other broadcast interests. KMCD has country format on 1570 khz with 250 w daytime and 108 w night. KIK-FM has top 40 format on 95.9 mhz with 2 kw and antenna 400 ft. Filed Jan. 6 (AM: BAL940106EB; FM: BALH940106EC). *Broker: Crisler Capital.*

WBZB(AM) Selma/Smithfield, N.C. □ Purchased by C&J Broadcasting Inc. (James Massengill, president) from Waters & Brock Communications Inc. (Gerald Waters, president) for \$150,000. **Buyer** and **seller** have no other broadcast interests. WBZB has country/gospel format on 1090 khz with 1 kw. Filed Jan. 6 (BAL940106EA).

WIDE(AM) Biddeford, Me. □ Purchased by Witham-Rhodes Communications Inc. of Maine (Ernest H. Huntzinger III) from Fuller-Jeffrey Broadcasting Corp. (Robert F. Fuller) for \$140,000. **Buyer** has no other broadcast interests. **Seller** owns 4 AMs and 7 FMs. WIDE has talk/news/sports format on 1400 khz with 1 kw. *Broker: Kozacko Media Services.*

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$5,290,000 □ 3
FMs □ \$45,677,500 □ 10
Combos □ \$114,625,000 □ 5
TVs □ \$2,650,000 □ 1
Total □ \$168,242,500 □ 19

So far in 1994:

AMs □ \$12,004,514 □ 24
FMs □ \$156,976,500 □ 49
Combos □ \$221,437,000 □ 33
TVs □ \$42,000,000 □ 10
Total □ \$432,418,014 □ 116

Westwood-Unistar ponders reorganization

Karmazin seeks new talent, new ways to package networks for advertisers

By Peter Viles

As Westwood One's purchase of Unistar Radio Networks moves closer to becoming a reality, the new chief executive of both networks, Mel Karmazin, is mulling several different schemes to meld and reorganize the two companies.

Karmazin said last week he has not reached any final decisions, and that his main goals are simple: to make the networks more convenient and attractive for advertisers and to develop new programming.

Karmazin is exploring several options, including one that would merge the networks and divide the resulting company into two divisions, one for news and information programming and the other for music programming. Industry sources said in that scenario it is likely that Unistar's current president, Bill Hogan, would run the news and information side, with his Westwood counterpart, Greg Batusic, likely to run the entertainment side or oversee sales at both networks.

Another possible reconfiguration would be to create format-specific networks, such as a country music network or a news/talk network, linking Westwood and Unistar affiliates and providing advertisers with options that are more targeted than the current alignment.

Although such a configuration would seem obvious, it is the exception rather than the rule in network radio, where diverse programs are often lumped together into broad sales networks.

Karmazin has been meeting recently with advertising executives who purchase network time and has reportedly been seeking opinions on and reaction to proposed reconfigurations.

"I don't have any specific plans," Karmazin said last week. "We're talking to a lot of people. My sense is that what I really want to do is make the network radio pie bigger. I'm not necessarily as focused on increasing Westwood's share of the pie as I am on growing the pie. The question is: What can we do to make network radio more user-friendly to advertisers?"

As he has said before, Karmazin does not foresee sweeping job cuts, although he has acknowledged that there is the potential for cost-savings through consolidating the two networks.

"Certainly it is my vision that anything Infinity would ever do would result in more employment," he said. "But I don't make those decisions at the lower level, so I can't speak for specific operations. But my hope would be that we will be a bigger company and employ more people a year from now than we do today."

In its report to shareholders on the purchase of Unistar, Westwood's board of directors said it believes that consolidating the two networks "will provide the company with the opportunity to reduce costs over the long term and improve operations."

The board continued: "It is expected that costs will be reduced and operations improved through the streamlining or elimination of duplicative functions, services and physical facilities, where appropriate."

Karmazin also said that he hopes to develop new programming in certain niche areas, including news/talk,

sports, urban and new rock, a format with which Infinity has done well at KROQ-FM Los Angeles.

"We are looking very desperately for talent," Karmazin said. "We're open to buy."

Financial results for 1993

In related news, Westwood last week announced 1993 financial results, showing an operating loss of \$2.19 million and a net loss of \$23.9 million, compared with an operating loss of \$18.7 million in 1992 and a net loss that year of \$24.1 million.

A proxy sent to Westwood shareholders in January, meanwhile, revealed numerous financial details about both networks, among them:

- Westwood is paying \$16.6 million in cash, plus assuming debt of \$84.7 million to acquire Unistar.

- In addition, Infinity Network—a wholly owned subsidiary of Infinity Broadcasting—gets 5 million newly issued shares of Westwood common stock for \$15 million. The stock, which gained value after the Infinity-Unistar deal was announced, closed last Tuesday at \$8.25 per share, making the market value of those shares

SEC, Westwood settle complaint

Westwood One and two former financial executives of the company have settled a six-year-old case at the Securities and Exchange Commission stemming from allegations of improper accounting practices—allegations that the SEC now concludes were valid.

Under a settlement announced by the SEC, Westwood and the executives, Bill Battison and Gary Yusko, agreed to a cease-and-desist order and did not admit or deny the SEC's findings. The SEC did not fine or penalize the executives or the company. Battison was Westwood's chief financial officer at the time of the alleged wrongdoing, and Yusko was vice president for financial operations.

The SEC's report on the case concludes that Westwood did in fact use improper means to overstate its earnings and to conceal a downturn in its operations during 1987 and 1988. The commission also concludes that both Battison and Yusko engaged in improper accounting practices.

Specifically, the SEC says, Westwood improperly "front-loaded" barter deals with cable networks, using inflated price estimates to assign most of the value of the barter deals to a small number of spots aired over a short period of time. In addition, the SEC said, Westwood pre-billed certain customers to inflate reported earnings and recorded some revenues prematurely.

—PV

\$41.2 million.

■ Infinity will receive a \$2 million fee for managing Westwood, plus a reward for meeting certain goals: a cash bonus and options to purchase 1.5 million more shares of common stock at favorable prices. The cash bonus will be 10% of the amount by which Westwood exceeds cash flow targets that start with \$27 million in 1994. So if Westwood produces \$30 million in cash flow in 1994, Infinity would receive a bonus of \$300,000.

■ Unistar, which showed an operating loss of \$8.3 million in 1992, showed operating income of \$3.7 million in the first nine months of 1993. From 1990 to 1992, Unistar posted net losses totaling \$31.4 million. Unistar's revenues skidded from \$82.1 million in 1990 to \$58 million in 1992.

■ Westwood has 269 full-time employees, and Unistar has 181 full-time employees.

■ Norm Pattiz, who will serve as

chairman of the combined Westwood-Unistar entity, will be paid a salary of \$750,000 plus a cash bonus of \$250,000 if certain goals are met. Pattiz's contract calls for retirement benefits of \$475,000 per year for 15 years beginning at age 62—in the year 2006. During 1993, Pattiz elected to receive only \$570,000 of his salary.

■ Pattiz owns 2.16 million shares of Westwood common stock with an estimated market value of \$17.8 million. ■

AccuRatings courts advertising agencies

By Peter Viles

Well into its second year, AccuRatings is still struggling to win acceptance from the New York advertising agencies, which are seen as crucial customers if AccuRatings is to establish itself as a serious competitor to Arbitron.

The Chicago-based ratings service surveyed 17 markets in the fall—up from just three in its initial survey in summer of 1992—and has won some respect, particularly from radio programmers. Among major markets, AccuRatings surveys New York, Los Angeles, Chicago, San Francisco, Philadelphia, Detroit and Dallas.

As it adds new markets and new subscribing stations, AccuRatings is now making its first concerted push to convince national media buyers to use the service in making buys. At a New York hotel last week, representatives of dozens of ad agencies and buying

services listened as AccuRatings' founder, Kurt Hanson, described the service.

The sales pitch is simple but unconventional—AccuRatings is based on the concept that people tend to give most of their listening time to a single station, and the service attempts to identify the core listeners of each station—the station's "partisans."

But AccuRatings does not track hour-to-hour fluctuations in listening levels the way Arbitron does. And it is those fluctuations, expressed in average quarter-hour audience levels, that media buyers often use to make buys based on reach and frequency.

"What he's asking us to do is have the advertising industry change the way we buy radio," says Dennis McGuire, N.W. Ayer vice president and associate director, radio. "That's very difficult."

AccuRatings is developing soft-

ware programs to enable buyers to apply the same reach and frequency calculations that they use when making decisions based on Arbitron numbers. But in the meantime, McGuire says, "The questions about reach and frequency haven't been answered."

"Until that's done I would have to sit back and continue with Arbitron, which is a very good service. ... [AccuRatings] is a nice service for validating the opinions you make based on Arbitron, but I don't think it's going to replace Arbitron."

Gerry Boehme, senior vice president and director of research at Katz Radio Group, says he knows of no national spot buyers who are using AccuRatings to make buys. "It's kind of a work in progress," Boehme says. "You can ask for suggestions from the agencies, which is good, but while you're doing that, you can't expect people to buy off of it."

Hanson, well aware that Arbitron has a history of driving competitors into the ground, says he won't stray from his strategy of bringing AccuRatings into markets only when profitability is almost assured. That requires four or five subscribing stations per market.

While Madison Avenue isn't convinced of that yet, some radio executives are, especially because AccuRatings makes possible a detailed profile of each station's core audience.

"I love what Kurt's trying to do—to show that each radio station has a specific audience and a specific value," says Warren Bodow, president and general manager of WQEW(AM)-WQXR-FM New York. "This allows a station to define itself far more sharply than any previous service." ■

Network revenue soared in fourth quarter

Network radio revenues rose by 12.5% in the fourth quarter of 1993, capping a year-long comeback that proved just as surprising as the network industry's unexpected slump in 1992.

After dropping by a whopping 13.5% in 1992, network revenues rose by 8.1% in 1993, according to figures compiled for the Radio Network Association. In all, network revenues totaled \$407 million for 1993—roughly 4.3% of all radio revenue.

In its year-end report, the Radio Advertising Bureau said that revenues for 1993 rose by 14% in December and were up by 9.4% for the entire year. That made 1993 the best year in revenue growth since 1985, the RAB reported.

That estimate is slightly higher than that of *Duncan's Radio Market Guide*, which put 1993 revenues up by 7.3%, the best since 1988.

The RAB estimated 1993 total industry revenue at \$9.57 billion. Local revenues, RAB said, grew by 12% in December and 9.2% for the year, while national spot grew 20% in December and 10.2% for the year. —PV

FCC lashes out over minority hiring

Radio stations, cable system fined for EEO violations

By Christopher Stern

The FCC last week dished out sanctions against 22 radio stations and one cable system for alleged violations of minority hiring rules.

Hardest hit was KFUO-AM-FM Clayton, Mo. The FCC ordered a renewal hearing to investigate the hiring practices of the licensee, the Lutheran Church/Missouri Synod. The FCC also will examine whether the station lied in its reply to the agency inquiry.

The hearing could lead to license revocation. Even if the license is renewed, the stations face fines of \$250,000.

The FCC also re-established \$12,500 as the base fine for violations

Radio station fines and penalties

The FCC last week imposed a total of \$318,750 in fines on 22 of 24 radio stations up for renewal and under review for their equal employment opportunity practices. Fines ranged from \$18,750 to \$37,500. Short-term renewals were assessed against 21 of the 22 fined stations. Two stations escaped all sanctions. The fines and penalties included:

California: KKOB/KSLY-FM San Luis Obispo; owner, San Luis Obispo Limited Partnership—short-term renewal subject to reporting conditions; \$25,000 fine. KTMS/KHTY-FM Santa Barbara; Pinnacle Communications—short-term renewal subject to reporting conditions; \$31,250 fine. KSPA(AM), KOWF(FM) Escondido; North County Broadcasting Co.—renewal subject to reporting conditions.

Texas: KGNC-AM-FM Amarillo; Stauffer Communications Inc.—short-term renewal subject to reporting conditions; \$25,000 fine. KEBE(AM), KOOL-FM Jacksonville; Waller Broadcasting—short-term renewal subject to reporting conditions; \$31,250 fine. KGV(AM), KIKT(FM) Greenville; First Greenville Corp.—short-term renewal subject to reporting conditions; \$37,500 fine. KEGL(FM) Fort Worth; Eagle Radio Inc.—short-term renewal subject to reporting conditions; \$18,750 fine. KMND(AM), KNFM(FM) Midland; Bakcor Broadcasting Inc.—short-term renewal subject to reporting conditions; \$25,000 fine. KTEM(AM), KPLE(FM) Temple; Formby Stations—short-term renewal subject to reporting conditions; \$25,000 fine. KSAM-AM-FM Huntsville; Formby Stations—short-term renewal subject to reporting conditions, \$31,250 fine. KYKX(FM) Longview; SunGroup Inc.—short-term renewal subject to reporting conditions; \$31,250 fine.

Seattle: KEZX-AM-FM; Park Broadcasting—short-term renewal subject to reporting conditions; \$18,750 fine. KVI(AM), KPLZ(FM); Golden West Broadcasters—short-term renewal subject to reporting conditions; \$18,750 fine.

FCC OKs Infinity station purchase

FCC commissioners, 2-1, approved Infinity Broadcasting Corp.'s purchase of KRTH(FM) Los Angeles, at the same time handing down \$400,000 in fines for the on-air behavior of Infinity radio personality Howard Stern.

Commissioner James Quello dissented in the decision to approve the purchase, saying, "I believe it is antithetical to the public interest to authorize additional stations for probable dissemination of gross indecency and possibly obscene broadcasts by Stern."

Infinity's attorney, Steven Lerman, said the station group would have preferred a unanimous decision. As it was, the approval last Tuesday came at the last possible moment—it was Commissioner Ervin S. Duggan's last day before leaving the commission to become president of the Public Broadcasting Service.

FCC Chairman Reed Hundt recused himself from the vote because his former law firm represented KRTH, leaving the minimum three commissioners to decide.

The purchase originally was scheduled to take place by Jan. 1 for \$110 million—the highest price ever paid for a single station. The delay could increase the price because of guarantees made to the seller, Beasley Broadcasting Group. When the purchase is completed, Infinity will own two FM stations in Los Angeles, the country's largest radio market. It already owns KROQ-FM there. The deal now is expected to be completed within two weeks, and the final price will be announced then.

Duggan also filed a statement, expressing discomfort with the approval of Infinity's purchase of KRTH. Duggan said he would have denied the application if the FCC's indecency guidelines were not currently in litigation.

"I would have supported the launching of an administrative hearing at the commission to determine whether the pattern of enforcement actions incurred by Infinity Broadcasting Corp. raises fundamental questions about Infinity's fitness to remain an FCC licensee," Duggan wrote. The FCC has been ordered by the U.S. Court of Appeals to review its indecency guidelines.

Although the commission decided that it could not put Infinity's license up for review because of the indecency complaints, it did levy heavy fines against four of Infinity's stations: WJFK(AM) Baltimore and WJFK(FM) Manassas, Va., WXRK(FM) New York and WYSP(FM) Philadelphia. The violations occurred on four separate days in August, September and October 1993. The \$400,000 does not include the \$1,278,750 in fines that Infinity faces for past violations of the FCC's indecency rules.

Infinity has paid none of the fines, which it continues to protest on constitutional grounds. "We are disappointed and disagree with the FCC decision," Lerman said.

In addition to the four stations owned by Infinity, KFB(AM) Las Vegas, which carries *The Howard Stern Show*, was fined \$37,500. KFB is owned by Americom Broadcasting of Los Angeles.

—CS

of the equal employment opportunity rules. But it will increase the fines if circumstances warrant. For example, Adelphi Communications Corp. was fined \$121,500 for alleged violations at its Palm Beach, Fla., cable system.

Under the FCC's EEO guidelines, licensees must demonstrate a record of recruiting women and minorities for vacant positions. The FCC has been grappling for several months with how to penalize violators, with Commissioner Andrew Barrett pushing for stiffer penalties and Commissioner James Quello resisting stringent measures.

"I am concerned that the commission may be entering the era of the telecommunications superhighway wielding a club, rather than offering a

hand, to broadcasters making their way down the road," Quello said in a statement.

Responding to the FCC, KFUO explained its poor minority hiring record by saying that few minorities possess "the required religious training and classical music expertise" it requires.

"We have not been able to identify enough minorities to meet the qualifying needs of the FCC," Operations Director Dennis Stortz said. KFUO(AM) airs religious programming, while KFUO-FM operates as a commercial classical station.

"This is a real watershed," said David Honig, the lawyer who brought the case to the FCC on behalf of the NAACP. "It's a substantial leap forward from where the commission has

been with EEO in the past."

Honig called the KFUO decision the most important ruling of the 21 it made last week, because the station's license was placed in jeopardy. It shows the FCC is willing to take very strong action, Honig said.

Adelphi Communications has not decided how it will respond, General Counsel Randall D. Fisher said. "We were obviously disappointed," he said. "This is not something that is indicative of the whole company."

Fisher did not rule out paying the fine to put the incident to rest. He also said that the company has tightened control of hiring, firing and promotion at the Palm Beach system. "We are trying to insure...that we don't even have the appearance" of violating EEO rules, he said. ■

Broadcasters claim stake on superhighway

Congress reminded that cable, telcos not only players

By Christopher Stern
and Kim McAvoy

Broadcasters say they too can provide consumers with information and entertainment services on the information superhighway. Indeed, broadcasters say, they can do what cable and telephone companies want to do, only sooner and for less money.

Ed Reilly, president, McGraw-Hill Broadcasting, last Wednesday told members of the House Telecommunications Subcommittee that digital technology will enable broadcasters to offer data transmissions as well as voice and paging services. And, Reilly said, "We can do it for less money, at less cost to the public, and almost immediately provide universal service everywhere, including schools, libraries and hospitals, without taking one dime from the universal service fund." Telcos contribute to the fund to make service available to all.

Reilly and Al DeVaney, senior vice president/general manager, WPWR-TV Chicago, testified at a subcommittee hearing on legislation that would per-



Ed Reilly

mit telcos to compete with cable and allow cable to enter the local telephone business. It was the third in a series of hearings Subcommittee Chairman Ed Markey (D-Mass.) is holding on H.R. 3636 and another resolution, H.R. 3626, which would permit regional Bell operating companies to enter the long-distance telephone business.

The broadcasters warned Congress not to view cable and telcos as the only players on an information superhighway. "If we play our cards right, this country can have three or four or more industries competing, and that's the kind of competition I hope you will insist on," Reilly said.

But to compete effectively, Reilly said, broadcasters should be given "regulatory flexibility" to use their spectrum to offer digital services as a supplement to "our traditional, free, public interest-based services." And they asked Congress to direct the FCC to review a number of its regulations, including its multiple ownership and duopoly rules.

But broadcasters weren't the only ones asking lawmakers to make sure the information highway is truly competitive. Decker Anstrom, president of the National Cable Television Association, suggested that telcos be permitted into the cable business "in stages

—when the market for local phone service becomes 'effectively competitive,' or when seven years have elapsed in the absence of such competition." Moreover, NCTA wants "strict safeguards" in place to prevent anticompetitive behavior.

As for the telcos, BellSouth Senior Vice President Bill Reddersen said the telephone industry wants regulatory parity with cable. The bill lacks "competitive symmetry," Reddersen said. He asked the subcommittee to revise the measure to eliminate requirements that telcos build massive excess capacity into their video system, whether or not there is customer demand for it.

Reddersen also complained that the bill's limitations on telco access to only 25% of their own video network is unfair because cable does not operate under the same limit. And he asked the subcommittee to consider requiring cable companies to allow open access, as telcos must.

At a subcommittee hearing last Tuesday, members looked at the role that set-top boxes will play on the



Decker Anstrom

information superhighway.

While executives from General Instrument and Microsoft warned against burdensome standards that would inhibit innovation and jeopardize privacy, others warned that the set-top boxes could become discriminatory bottlenecks unless some sort of open architecture was guaranteed.

At issue was one of the basic questions Congress must face as it attempts to legislate the information superhighway into existence: How can the government set standards to encourage innovation without stifling innovation?

Leading the charge against setting national standards was Hal Krisbergh, president, General Instrument Corp. Communications Division, who said that standards could limit deployment of technological advances and "freeze the current state of technology."

Krisbergh also warned that stan-

dards to protect privacy could quickly become obsolete. A security breakdown could end with a neighbor having access to medical and financial records, Krisbergh said. He also argued that cable companies should retain control of set-top boxes so that the boxes can be updated with new technology as it becomes available.

Countering General Instrument was Sun Microsystems Inc., which is developing software for the next generation of set-top boxes.

Wayne Rosing, Sun's corporate executive officer, urged the FCC to set up an advisory committee to establish "critical interfaces" for the telecommunications industry. If standards for interfaces were set, it would open the rest of the set top box to widespread competition and innovation, Rosing said.

"The use of standard interfaces in

the [superhighway] is critical, because without such agreed-upon interfaces the information superhighway would remain just a collection of unconnected dirt roads," he said.

Programers also expressed fears that a company that controls both the highway and the box that provides access to it could use its power to stifle competition.

"Nondiscriminatory access for providers and consumers alike could be clocked by the abuse of proprietary technology and the undue vertical integration of firms capable of acting as gatekeepers," said Edward D. Horwitz, senior vice president, Viacom International Inc.

Another fear, as expressed by Discovery Channel Chairman John Hendricks, is that programers will have to pay a license fee to the software makers that provide the operating systems for the set-top boxes. ■

FCC Chairman Reed Hundt got caught in the middle of some partisan tension last week.

When he appeared before Rep. Jack Brooks' Economic and Commercial Law Subcommittee to testify on information superhighway legislation, he offered no written statement, and did not stick around for the question-and-answer period.

Brooks had excused Hundt from the customary obligations because of the tight hearing schedule. But that didn't sit too well with Rep. Hamilton Fish of New York, the subcommittee's ranking Republican. He complained it was "very regrettable" the subcommittee that would vote on one of the most important telecommunications bills in the history of Congress did not have more time with the FCC chief. Fish was particularly upset that Hundt did not have time to answer questions. "I'm quite certain that if we ask questions [in writing], we won't get them back before mark-up," Fish said.

Hundt used his time to endorse H.R. 3626, which he called "masterful." Among other things, the bill would allow regional Bell operating companies into the long distance market.

Small cable operators were in Washington last week, hoping to persuade Congress to give them a greater opportunity to sell out to telephone companies. Under current House legislation, (H.R. 3636), telephone companies can buy out in-region cable systems only if the communities the systems serve have fewer than 10,000 people.

The Small Cable Business Association is urging law makers to expand the exemption to include all systems serving 25,000 or fewer subscribers and to give the FCC authority to grant waivers to the buy-out prohibitions in certain circumstances.

The small cable systems also complained that rate regulation has put them in jeopardy of defaulting on bank loans. They would like an exemption to a proposed regulation that would allow them to recapture their upgrade costs by increasing rates.

FCC Commissioner James Quello last week told National Religious Broadcasters meeting in Washington:

"Stations licensed by the government must have guaranteed access to the public they are licensed to serve. No monopoly or semi-monopoly transmission pipeline should have the power to prevent or obstruct that service, particularly when it becomes a competitor in advertising sales of stations that support free TV."

A Harris survey commissioned by the National Consumers League says two out of three Americans think Congress should change the law to permit telcos to provide cable television services in their service areas. The survey, which was conducted late last year, found that 73% favor competition between cable and telcos. The survey also showed that 34% think cable operators would provide the best cable TV service, while 32% think phone companies would offer the best cable TV service.

With all the attention in Washington being paid to the issue of violence on television, cable MSO Continental Cablevision has decided to provide parents with a family viewing guide. Continental says the "Better Viewing" guide will help parents not only "deal with such issues as violence and commercials on TV, but also show them how they can help their children entirely change the way they look at and use TV."

Washington Watch

Edited By Kim McAvo

Classifieds

For rates and other information, see last page of classifieds

RADIO

HELP WANTED MANAGEMENT

Extraordinary GM/GSM or salesperson opportunities with Rockies resort radio group. Fax resumes and references in confidence to 203 938-3912. EOE

GSM: For market dominating WTNV AM/FM, Watertown, NY. Committed long term local operator needs enthusiastic, motivated sales leader. M/F, EEO. Resumes to Jim Doyle, Top Performance Selling, 4721 East Trails Dr., Sarasota, FL 34232. This is a unique growth opportunity with a quality group.

GSM. Got the goods? Following Mark as one of our GSM's will be a challenge only for the "best of the best." Meet the challenge and you'll be joining Saga Communications, Inc., one of broadcasting's most dynamic group operators. Mark is leaving behind a high-performing CRMC marketing staff ready to go to the next level. Give me your best shot. Send or fax your resume to Phil Hoover, President, The Des Moines Radio Group (KSTZ KJOA, A/F, KRNT), 1416 Locust Street, Des Moines, IA 50309, fax # 515 280-3011. EOE

WKOP/WAAL-Binghamton, NY. Seeking experienced GM/GSM for immediate opening to join experienced sales and marketing team. Must have excellent sales record/people skills, and be willing to make a long-term commitment to the area. Full benefits package. Send resume to Box B-1. Equal opportunity employer.

Sales manager: 50kw Philadelphia Contemporary Christian station seeks dynamic sales manager with successful track record of meeting or exceeding goals. Looking for professional, creative team player. EEO employer. Reply WZZD, PO Box 26098 Philadelphia, PA 19128.

HELP WANTED SALES

Retired or beached sales sharks: Work at home—full or part time—unlimited earnings potential. Call Ken Pletz 1-800-395-5636. EOE

National radio representative seeks account executives for Chicago and Dallas offices. National or local radio sales or buying experience necessary. Reply to Box B-2. EOE.

HELP WANTED MARKETING

Director of marketing & sales: National ethnic radio & television programming & distribution service is seeking creative and experienced marketing professional in its rapid expansion efforts throughout the United States, Canada, Central America & the Caribbean. Qualified applicants must have ability to design, implement, monitor and update marketing & sales plans. Fluency in Arabic and knowledge of Middle Eastern cultures is beneficial. Send CVs to Dept. M&S, PO Box 23515, Alexandria, VA 22304. EOE

HELP WANTED RESEARCH

Radio research: Reputable radio research firm seeking radio research analyst for immediate opening. Minimum 5 years radio research experience at a radio station, group or research firm. Research-related degree and hands-on radio experience preferred. Must relocate. Reply to Box B-3. EOE

SITUATIONS WANTED MANAGEMENT

Radio pro desires part-ownership in station in Central or SE PA, or NJ, DE, MD or suburban NYC. Write JLC Box 2733, Reading, PA 19609, (or call 610-777-1805 daytime)

Seeking general manager/sales manager position in small market. Possible buyout interest in future. Currently in real estate and radio management. Ambitious. Conscientious. Top biller. Willing to relocate. Ted 914-357-9425, 399 Rte 202 Suffern, NY 10901

Don't miss out! East Southeast only for Gary Portmess to manage your broadcast property. Call or fax 305-429-9265

GM/GSM: 20 years radio and 6 as GM. Will move to Indiana, Illinois, Wisconsin, Iowa or Missouri, that's close to home. Very sales oriented. Priority is local business. Lots of promotion experience. If you want someone who knows how to win, call Sales, programming and management qual. fax 915-695-2622. All replies answered.

SITUATIONS WANTED ANNOUNCER

Calling all voice talent scouts! Looking for that "distinct" voice? Please call 617-298-3437 for a sample tape and resume.

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Experienced, talented OM/PD/AT seeking stable small/medium market position in Michigan/Central/Midwest. Mike 419-243-0043

MISCELLANEOUS

Ron Balonis' Broadcast Engineer's Computer Toolbox makes a computer a technical assistant for an engineer. For details, write COMPUTER TOOLBOXES, 118 Rice Street, Trucksville, PA 18708 or call 1-717-696-1490 <300/1200,8,N,1>

TELEVISION

HELP WANTED MANAGEMENT

Traffic manager: Resort Southern California TV station is looking for a traffic manager. 2 years using Columbine system a must. We are a total quality management broadcast station. Salary negotiable. EOE. Send resume to Box A-44. EOE.

General sales manager: WCBD-TV 2 Charleston, SC seeking master of all TV sales, including local, national, inventory control and research. Send resume and references to President, WCBD-TV, PO Box 879, Charleston, SC 29402. No phone calls. EOE. M/F drug screening. All replies totally confidential.

Business manager: WGAL 8, the Susquehanna Valley's #1 rated TV station, is seeking a proven professional to be part of its management team. The properly qualified individual will head up our business office. This position supervises a staff of four people and is responsible for all phases of accounting at the station. The position also requires extensive reporting to our corporate offices as well as to the station's vice president and general manager. Applicants should have a degree in accounting or a related field. Broadcast experience or a CPA certificate would be a plus but is not required. Resumes should be sent by March 4th to Personnel Director, WGAL 8, PO Box 7127, Lancaster, PA 17604. WGAL 8 is an equal opportunity employer.

Local sales manager for dominant #1 affiliate in Midwest. Previous media sales experience required. Min. 3-5 yrs. media sales management preferred. Successful candidate will be computer literate, strategic planner with knowledge of ratings, research and inventory. Tremendous opportunity at a quality station. Send resume to Box B-4. EOE

Local sales manager: Fast growing independent seeking aggressive, self-motivated and experienced candidates. Send resume to Jack Paris, General Manager, KFBT, TV33, 3840 S. Jones Blvd., Las Vegas, NV 89103. No phone calls. EOE

Marketing representative, local sales. Minimum 3 years broadcast sales experience. Proven new business development track record. Computer literacy required. Experience using Harvard Graphics, Scarborough and other qualitative research data bases a plus. Send resume & salary requirements and references to: Christopher J. Koch, LSM, WCAJ-TV, City Ave. & Monument Rd., Philadelphia, PA 19131. No phone calls. EOE. Drug testing required.

Sales manager: WYZZ-TV Fox 43 seeks a manager for its expanding sales operation in Peoria, Illinois. This is a great opportunity for an experienced leader and motivator. Call in confidence Dave Wittkamp 1-800-733-2065. EOE

HELP WANTED SALES

Enterprise Systems Group, Inc.: We are an established and international supplier of software serving the broadcast industry. We have offices in London, Sydney and Colorado Springs. Our U.S. division has been a leader in the broadcast market for over 20 years, providing superior products and top-notch customer service to an extensive and impressive group of television, radio and cable networks in the U.S. and abroad. We are currently looking for detail-oriented, self-motivated individuals to join our team as entry level customer service representatives. Relocation and travel required. To pursue career opportunities with Enterprise Systems, please fax your resume, references and salary history to 719-548-1818. Attention: Human Resources. No phone calls please. EOE

Fox affiliate seeks exceptional national sales manager. Must have 5 years of station or rep experience. Must perform beyond the averages to maximize national sales. Come build this young Fox affiliate with a growing group owner. Send resume to Box A-54. EOE

KOCO-TV is seeking a sales account executive with a minimum of 2 years broadcast sales experience or related television experience. Must have previously exhibited the ability to develop new business, effectively negotiate business with local/regional advertising agencies and demonstrate creativity when selling local specials and sponsorships. Extensive knowledge of rating service methodology and qualitative research required. Contact Jim Willston, Local Sales Manager, PO Box 14555, Oklahoma City, OK 73113. EOE

Top 15 S.O.-S.O.-Fox affiliate has opportunity for a serious career minded AE. Must be able to sell aggressive estimates. Bears, Bulls, Roseanne, Coach, Star Trek Next Generation, etc. Computer literacy and BMP experience a plus. Mid-size, Midwest. Send resume & letter to Matt Pryor GSM, KJLB, 937 East 53rd Street, Davenport, IA 52807. EOE

HELP WANTED MARKETING

Director of marketing & sales: National ethnic radio & television programming & distribution service is seeking creative and experienced marketing professional in its rapid expansion efforts throughout the United States, Canada, Central America & the Caribbean. Qualified applicants must have ability to design, implement, monitor and update marketing & sales plans. Fluency in Arabic and knowledge of Middle Eastern cultures is beneficial. Send CVs to Dept. M&S, PO Box 23515, Alexandria, VA 22304. EOE

Network affiliate looking for a creative services and marketing director. Must have solid promotion experience with an emphasis on news and sales promotion. Ability to oversee commercial production needs. Applicants should be creative, innovative, and possess excellent people skills. EOE. Send resume and tape to Box A-51

HELP WANTED TECHNICAL

Chief engineer: Trinity Broadcasting station in the Atlanta area. Experienced in maintenance of JHF transmitter, studio systems as well as personnel supervision and training. SBE certification a plus. Send resumes to Ben Miller, 2442 Michelle Dr., Tustin CA 92680 M/F EOE

TV studio maintenance technician: WYBE-TV35 has an opening for a studio maintenance person with a minimum of one year cable or broadcast experience. PBS experience. FCC license and SBE certificate preferred. Salary High 20's Deadline: Until filled. Resume only to: Daniel de Solar, General Manager, WYBE-TV35, PO Box 11896, Philadelphia, PA 19128 EOE

Online editor for an established production and post-production house in Central Connecticut. Must have a minimum of 3 years experience. Must be fluent with Sony 9000 Editor, GV 200, and multi-channel DVE. Formats include Beta SP, 1" and D2. Please fax resume to: 203-659-4549 EOE.

Chief engineer: Southeast Fox affiliate seeks experienced chief engineer responsible for all phases of television maintenance, technical budget and engineering management. Must be a team player. Reply to Box A-47 EOE.

Chief engineer: Central PA Fox affiliate is looking for a hands-on chief. Applicants must have station studio and transmitter experience. Send resume and salary requirements to Personnel Manager, WPMT Fox 43, 2005 S. Queen St., York, PA 17403 EOE

Broadcast engineer: WFTX-TV needs a broadcast engineer experienced in repair and maintenance of studio production and master control equipment which includes Hitachi 1", Sony Betacam, and Sony 3/4" SP. Grass Valley routing and production switcher, Chyron, Abekas and Paltex. High power UHF transmitter experience a plus. This person must be able to work closely with the needs of a newly formed news department that has all new JVC-SVHS, also editing equipment and a live truck. Send resume to: Jerry Blevins/Chief Engineer, PO Box 150036, Cape Coral FL 33915. We are an equal opportunity employer.

TV maintenance engineer/remotes: WPBT has an opening for someone to repair and maintain equipment relating to our remote production unit and to assist our engineer in charge as needed with other duties. The individual we're looking for will have a minimum of three years experience on remote assignments as a maintenance engineer. Must be flexible regarding days and hours worked. If interested send resume with salary requirements to: Human Resources, WPBT, PO Box 2, Miami, FL 33261-0002. An equal opportunity employer, M/F/H/V

Chief engineer: WSJV, ABC affiliate in South Bend is seeking a hands-on CE who can lead us into the digital future. Candidates must have FCC license, excellent technical, organizational and leadership skills and a thorough knowledge of UHF/RF transmission systems. College or technical degree (or equivalent experience) plus at least 10 years broadcast engineering experience. Send resume, references and salary requirements to: Station Manager, WSJV, PO Box 1646, Elkhart, IN 46515 EOE.

3 producer/director/ID's wanted: Experience needed in switching live, multi-camera shoots. Heavy travel involved. Good bucks. Have fun and be on the cutting edge of entertainment television. Tape & resume to Mike Ousley, PO Box 20603, Birmingham, AL 35216 EOE

Maintenance engineers: Telemundo Television Group seeks several highly qualified technicians for its Florida network facility. Candidates must be experienced in the maintenance of various studio, production or ENG field equipment. Salaries are competitive. Send resume to: Telemundo Group, Human Resources Department, 2470 W. 8th Avenue, Hialeah, FL 33010 EOE

Odetics Inc., manufacturer of Broadcast Cart Machines has immediate opening for director of engineering. Responsibilities include managing the development of broadcast products, coordinating electrical, mechanical and software engineering activities. Position requires BSEE or BSME, 5+ years experience managing a multi-functional engineering group and previous experience in commercial product design and manufacturing. Odetics offers a competitive salary and a comprehensive benefits package. Equal employment opportunity employer. Send resume and salary history to: Linda Krumme, Odetics Inc., 1515 S. Manchester, Anaheim, CA 92802

TV maintenance technician: Capital News based in the Washington DC area is seeking a broadcast maintenance engineer with five years experience. Successful applicant must be able to repair television broadcast video tape recorders, cameras, audio and RF equipment to the component level. Send resume to Jerry Foreman, Director of Engineering, Capital Television News, PO Box 3150, 9008 Center Street, Manassas VA 22110. Telephone 800-332-9855, fax 703-369-1910 EOE.

Assistant chief engineer: WAVY-TV seeking a motivated professional with broad technical skills and strong personal skills. Will oversee technical operations with large degree of hands on involvement at this network-affiliated VHF commercial broadcast station. The position will require the ability to assist in managing our existing studio and transmitter facilities as well as the ability to implement state-of-the-art systems in the future. FCC General RT license or SBE Broadcast certification required. Send resume to: Les Garrenton, Chief Engineer WAVY-TV, 300 Wavy Street, Portsmouth VA 23704. No phone calls. EOE

HELP WANTED NEWS

News director: Aggressive top 50 Fox affiliate seeks news director for start up 10pm newscast. News director experience is required, along with strong people skills and a successful track record. Send resume to Personnel Manager, WPMT Fox 43, 2005 S. Queen St., York, PA 17403 EOE

Assignment editor for small Midwest market. Number one rated news department looking for creative, organized leader with excellent news judgement. Need experienced individual who can manage day to day news operation. Inspire and guide reporters to dig and get the story first. Send resume to Box A-49 EOE

Weathercaster: Award-winning news station in a beautiful western mountain market is looking for a weathercaster with authority. Familiarity with Kavours, AMS seal preferred, and background in presenting user-friendly weather are important. Minimum 3 years experience preferred. Reply to Box A-55 EOE

News producer: Group-owned affiliate seeks an assertive, determined individual with a need to win and the skills required. New broadcast facility. All applications confidential to News Director, WCIV, PO Box 22165, Charleston, SC 29413 EEO, M/F.

Exec producer for nationally syndicated daily news program. Wonderful opportunity for someone turned on by having your own program, and the opportunity to develop new programming. Must be creative, innovative and have hands-on writing skills. Fully in charge of small staff. Experience in medium/large news market or equivalent producing. Midwest origination. Include tape in reply to Suite 146, 331 West 57th St., New York NY 10019 EOE

Producer: 6.00 and 11.00 producer needed for unique operation at an ABC affiliate in the 36th market. Producer will handle the first two segments of the 6.00 and 11.00 newscast, and coordinate the timing of the end of that segment to match our sister station in Grand Rapids. The perfect candidate will be a good writer and be creative. Send a non-returnable aircheck of a recent newscast, resume, salary history to Rick Gevers, News Director, WOTV, 120 College St., S.E., Grand Rapids MI 49503 EOE.

TV news photographer: Top 40 Southeast affiliate looking for experienced TV news photographer. Must be able to creatively shoot and edit. No beginners. Send non-returnable tape and resume to: Chief Photographer, Jeff Myers, WAVY-TV 300 Wavy Street, Portsmouth, VA 23704. No phone calls EOE

News producer: Seeking a TV newscast producer with three years experience. Knowledge of Newstar, SNG, ENG, solid writing and news judgement. BA/BS required. EOE. Send tape and resume to Box B-5

WRDW-TV is seeking reporter/videographer. Person will shoot his/her own stories on 3/4" tape. We need a go-getter who likes the challenge of shooting and reporting their stories. Send tapes and resumes to: Brian Trauring, WRDW-TV PO Box 1212, Augusta GA 30903-1212 EEO.

Assignment editor: Dominant NBC affiliate in 36th market needs an experienced assignment editor to oversee our day-to-day news coverage. We do 3 1/2 hours of news every day, and have a staff of more than 50 people, SNG, three live trucks, and all the tools you need. We need someone with experience developing story ideas and with leadership skills to motivate our staff. Send resume, news philosophy, salary history to Rick Gevers, News Director, WOOD-TV, 120 College St., S.E., Grand Rapids, MI 49503 EOE

KSBY6 Action News is looking for a part-time news videotape editor. Candidate must be familiar with 3/4" ENG photography and editing. Experience as a television news editor is strongly preferred. Please send resume and non-returnable tape to Kelly Teel, Chief Photographer, KSBY-TV, 467 Hill Street, San Luis Obispo, CA 93405 EOE

KSBY6 Action News is looking for a full-time news photographer/editor. Candidate must be familiar with 3/4" ENG photography and editing. Experience as a television news photographer is strongly preferred. Please send resume and non-returnable tape to Kelly Teel, Chief Photographer, KSBY-TV, 467 Hill Street, San Luis Obispo, CA 93405 EOE

WHOI-TV, Peoria, Illinois is looking for a news anchor to work in aggressive operation with established female anchor. Writing, producing, reporting and personal appearance are all part of this job. Position calls for substantial news experience and knowledge of issues. Tape and resume should be sent to Jack Keefe, WHOI-TV, 500 North Stewart, Creve Coeur, IL 61611 EOE/MF.

WSYX-TV is looking to fill the position of news photographer. Qualified candidate should be experienced in shooting ENG tape, editing news tape, limited fact gathering and news gathering, basic vehicle and equipment maintenance, live remote broadcasts, using ENG microwave trucks, portable microwave equipment. Limited field producing, including direction, lighting direction, lighting and coordination of reporters and other news talent. Send resume and tape to: WSYX-TV, PO Box 718, Columbus, OH 43216-0718 Attn: News Photographer. No phone calls please. WSYX-TV is an equal opportunity employer and does not discriminate on the basis of race, color, religion, national origin, disability, sex, age, or other factors prohibited by law. Company is especially interested in seeking qualified minority and women applicants.

On-air anchors and reporters: WCMH-TV Columbus is looking for top-notch anchors and reporters. Beginners and previous applicants need not apply. Send resume and non-returnable tape to Tom Burke, WCMH-TV, 3165 Olentangy River Road, Columbus OH 43202 EOE. Absolutely no phone calls.

WRDW-TV is now accepting applications for the position of assignments manager. Must have thorough knowledge of news gathering techniques and superb organizational and interpersonal skills. Send resume and news philosophy to Brian Trauring, WRDW-TV, PO Box 1212, Augusta, GA 30903-1212 EOE.

Producer: Our newsroom seeks a great news producer. Must create highly visual well-written and well-paced newscast. Must inspire others to run, gun and stun the competition. Resume, references, and non returnable tape to: Dean Buntin, News Director, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer.

TV news reporter/videographer: Mississippi State University of Agriculture Communications seeks applicants with an earned BS in Broadcast Journalism, Communication, Mass Communication or closely related field (in addition, experience in TV news at a commercial station preferred). Primary duty is co-hosting weekly farm news program. Requires videographic skills operating broadcast quality video cameras, recorders, sound systems, editing systems, and graphics equipment; other duties as assigned. Send resume, including names and addresses of four professional references to Mr. Milburn Gardner, Personnel Officer, Box 9660, Mississippi State, MS 39762-9660. Respond by Feb. 28, 1994. An AA/EEO organization.

Manager, assignment editors: KSDK, NBC St. Louis affiliate, #1 all news time periods offers excellent opportunity. Require major market assignment desk experience, heavy on organizational skills. Degree. Send resume and brief letter describing news philosophy. Director of Human Resources, KSDK-TV5 1000 Market St., St. Louis, MO 63101. No calls. EOE.

National desk editor/producer: In the Minneapolis office of Conus Communications. Will supervise Conus National Desk, including planning and executing coverage of events and breaking news, especially live coverage. Coordinate live interactions between Conus member stations. We need a news professional with lots of ideas and energy. Requires good managerial and people skills. Must be able to handle long hours and deadline pressures. Minimum three years experience in TV news. Field producing experience a big plus. EOE. Applications to Steve Cope, Sr. Managing Editor, Conus Communications, 3415 University Avenue, Minneapolis, MN 55414. No phone calls.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Sr. producer: A world-wide charismatic Christian ministry is looking for an experienced television producer. Strong management experience required. Main on-line director/producer for daily program. Responsible for scheduling, budget management, archive maintenance & development, transcript coordination and weekly management meetings. Prefer college degree with 5 yrs experience. Send resumes to: Morris Cerullo World Evangelism, Dept. NB, PO Box 85277, San Diego, CA 92186, Attn: Personnel EOE.

Topical promotion producer: A great station, in a great part of the country (Orlando) is looking for a great topical promotion producer. If you know how to write and produce riveting topical promotion send a non-returnable tape and resume that convinces me you are the right person for the job. Send to Paul Sherno, Director of Marketing and Promotion WESH-TV, PO Box 547697, Orlando, FL 32854. No phone calls, please. Equal opportunity employer.

Promotions manager: ABC affiliate in Palm Springs, CA has an immediate opening for an energetic, creative, hands-on individual to oversee all on-air and station promotions. Must be a top performer with excellent leadership, organizational, writing, and producing skills. 1-3 years experience required. We are a TQM company. Salary negotiable. Send resume and non-returnable tape to GM, 42-650 Melanie Place, Palm Desert, CA 92211. No calls please. EOE.

KTVN-TV has an immediate opening for a promotion writer/producer. Duties include writing and producing daily news topicals, sales promotion and public service announcements; promotion scheduling and coordinating community events. Prefer two years experience in TV promotion, production or creative services. College education beneficial. Send resume and non-returnable tape promptly to Cecilia Atkins, Promotion Manager, PO Box 7220, Reno, NV 89510. No phone calls. KTVN-TV is an equal opportunity employer.

Producer/director: National Spanish talk show is looking for experienced producer and associate producer. Must have journalism/news production background and speak and write in Spanish. Reply to Box B-6 EOE.

Promotion manager wanted: Powerful southeast network affiliate with dominant #1 news needs a promotion leader, someone who has the track record, imagination and expertise to give this medium market station a top 50 market look, group owned; all the tools, we will pay for top talent. EOE, drug-testing. Reply to Box B-9.

Television editor: A world-wide charismatic Christian ministry is looking for an experienced television editor. Will operate and have comprehensive knowledge of the video signal flow through the edit facility. Must operate the GVG-151, 200 switcher, Kaleidoscope DVE, Zaxcom, GVG router, 1" Beta, and 3/4" tape machines. Prefer college degree with 3-5 years experience. Send resume to Morris Cerullo World Evangelism, Dept. NB, PO Box 85277, San Diego, CA 92186, Attn: Personnel EOE.

Talk show producer: Top 15 CBS affiliate is seeking a take charge talk show producer. Talk show experience and strong managerial and writing skills a must. Primary responsibility include booking guests and contributing to the creative direction of the broadcast. Reply to Box B-7 EOE.

Promotion writer/producer: A position is available to join an award-winning creative department. Will write and produce promos for on-air and outside media, such as print and radio. Responsibilities include developing creative concepts for movie promos and some sports related promotions, working closely with production department on booking time and with design department on graphics. Should demonstrate initiative in producing station campaigns, sales tapes on special projects. Must possess abilities to work on multiple projects simultaneously, meet deadlines and have a strong video production background, with an emphasis in writing. Must work well with others. Will report to assistant promotion director and director of promotion. A minimum of two years experience required. Send tape and resume to PO Box 4540, St. Louis, MO 63108. Tapes will not be returned. EOE.

Creative services manager: ABC affiliate in Palm Springs, CA. Market leader! 2 years experience required in writing & producing local TV commercials. We need someone to take us to the next level in creative services. Send resume and non-returnable tape to Bill Evans, General Manager, 42-650 Melanie Place, Palm Desert, CA 92211. Salary negotiable. We are a TQM company. EOE. No phone calls please.

Talk show producer: National talk show based in Chicago, looking for experienced producer. Minimum 3 years talk show experience required. Send resume only to Box B-8 EOE.

SITUATIONS WANTED MANAGEMENT

General sales manager in New England area. Seeking to bring my national and local sales experience, including management, to a TV station in an active New England market. The sale of me as the GSM you want to hire will begin when you scrutinize my resume. The sale will only be completed once you've checked me out in the arenas in which I have competed. Your investment of an inquiry into this ad will not be wasted. I look forward to your response to Box B-10.

SITUATIONS WANTED NEWS

Emmy winning film and video (Ikegami HLV-55) crew based in Florida and the Caribbean. News, sports, documentary, maritime and underwater. 813 645 6331.

Tri-lingual British newshoundess/TV reporter looking for growth opportunity. Broadcast Journalism degree. Ready and willing to relocate. 617-773-8223.

Five year Army veteran has done it all! Filmed, edited and directed Industria videos, recruitment and promotional shorts also—documented major events worldwide! 23 week production/documentation school, 3 Sony institute's, 2 Abekas courses. If you're looking for someone with proven ability and a hunger to learn, call 314-946-1005. Will relocate.

SITUATIONS WANTED ANNOUNCERS

Calling all voice talent scouts! Looking for that "distinct" voice? Please call 617-298-3437 for a sample tape and resume.

MISCELLANEOUS

Career Videos: Our broadcast professionals prepare your personalized resume tape. Unique format, excellent rates, job search assistance, proven success. 708-272 2917.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Assistant professor: Tenure track M.A. required, Ph.D. or near preferred. Professional experience in video production and university level teaching desired. Successful candidate will teach courses in studio production, ENG/EFP and editing, and directing. Must demonstrate commitment to quality teaching and engage in research/creative activity. Applications received before February 18 will receive priority consideration. Send resume and three letters of recommendation to Joe Hall, School of Communication, the University of Central Florida, Orlando, FL 32816. The university is an EEO/affirmative action employer.

Graduate assistantships: School of Communications, Penn State. Penn State's School of Communications seeks graduate assistants to supervise student broadcasts on WPSX TV, film and video productions, and to teach public relations and basic news writing/reporting. Qualifications include a Bachelor's degree in Communications or related field, experience in broadcast journalism and television or film production; and admission to one of the School of Communications graduate programs in Media Studies, Telecommunications or the interdisciplinary Ph.D. in Mass Communications. Assistantship carries a stipend of \$4,490 per semester plus waiver of tuition. GRE scores (and TOEFL scores for international students) are required for all applicants. For further information on Penn State's graduate programs in communications, contact Director of Graduate Studies, School of Communications, The Pennsylvania State University, 204 Carnegie Building, University Park, PA 16802. An affirmative action/equal opportunity employer. Women and minorities encouraged to apply.

School of Communication, University of North Dakota: Faculty position in broadcasting and advertising. Position one: A tenure track appointment in broadcasting at the assistant or associate professor rank. Preference will be given to applicants who can teach in the areas of electronic journalism, electronic broadcast writing, and audio and video production. Requirements: Applicants should have demonstrable teaching strengths in broadcast journalism with supplementary skills in other broadcast areas. Applicants should be able to contribute effectively to curriculum development, research, service and advisement. Preference given to applicants who can teach electronic journalism, broadcast writing and other areas of broadcast. A Ph.D. in the field of communication is strongly preferred with additional consideration given to those who have professional experience. Position two: A tenure-track appointment in advertising at the assistant or associate professor rank. Requirements: Applicants should have demonstrable teaching strengths in advertising and be able to contribute effectively to curriculum development, research, service and advisement. Preference may be given to applicants who can also teach graphic design or public relations. A Ph.D. in the field of advertising/communication is strongly preferred with additional consideration given to those who have professional experience. To qualify for appointment at advanced rank, applicants should have a significant record of teaching and research in addition to some professional experience. School: The School of Communication has over 400 majors offering undergraduate majors in advertising, public relations, journalism, radio-TV broadcasting, and speech, and a graduate master's degree in communication. The school also includes two National Public Radio affiliated radio stations and an award winning television production center. The University of North Dakota is a comprehensive university located in Grand Forks, North Dakota. The university has 12,000 students, making it the largest university in North Dakota. South Dakota and Montana. Grand Forks is a metropolitan area of 70,000 persons located in the heart of the Red River Valley on the eastern edge of the state. Starting August 15, 1994. Salary: Competitive, based on experience and credentials. Deadline: Screening will begin March 1, 1994, and continue until the position is filled. To apply: Send letter of application, curriculum vitae, and three letters of recommendation to: Recruitment Committee, School of Communication, University of North Dakota, Box 7169, Grand Forks, ND 58202. Telephone: 701-777-2159. The University of North Dakota is an affirmative action/equal opportunity employer. Women and minorities are encouraged to apply.

Corporate video: The Department of Mass Communication is seeking applications for a tenure-track position at the assistant or associate professor rank, depending on qualifications. Start August 1994. Ph.D. in Broadcasting or Mass Communication or ABD and significant teaching experience. Background in advertising, media management or industrial setting helpful. Teach introductory and advanced courses in areas of specialization to include production and production management. Commitment to building a curriculum reflective of the department's focus on diversity. Salary is commensurate with background and experience. To apply: send a letter discussing teaching and research accomplishments and plans, a current vita and three letters of recommendation. If available, send copies of publications and evidence of teaching effectiveness. Review of applications will continue until the position is filled. Send applications to Dr. R. Ferrell Ervin, Chair, Department of Mass Communication, Southeast Missouri State University, One University Plaza, Cape Girardeau, MO 63701. EOE

Rowan College of New Jersey seeks tenure track assistant professor to teach basic courses in radio broadcasting/production and other courses based on program needs and expertise of candidate. Requirements: Terminal degree in Radio/TV, Mass Communication or related field, professional broadcasting, college teaching experience, current involvement in electronic media industry. Send application to Radio/TV Search Committee, Communications Department, Rowan College of New Jersey, 201 Mullica Hill Road, Glassboro, NJ 08028. Deadline February 28, 1994. Rowan College of New Jersey is an affirmative action/equal opportunity employer. Applications from minorities, the physically challenged, and women are encouraged to apply.

Assistant professor, tenure-track: Candidate will teach core course in broadcast news writing and reporting and other courses in broadcast journalism as needed. Master's degree required, doctorate preferred. Significant professional experience in broadcast journalism required. Send application letter, names, addresses and telephone number of three references, and vita by March 15 to Dr. Maureen Nemecek, Chair, Personnel Committee, School of Journalism and Broadcasting, Oklahoma State University, Stillwater, OK 74078. OSU is an EEO/AA employer. Women and minorities are encouraged to apply.

HELP WANTED RESEARCH

Radio research: Reputable radio research firm seeking radio research analyst for immediate opening. Minimum 5 years radio research experience at a radio station, group or research firm. Research-related degree and hands-on radio experience preferred. Must relocate. Reply to Box B-12. EOE

HELP WANTED ADMINISTRATIVE

Director: School of Communication, University of North Dakota. Position: The University of North Dakota seeks a creative leader as director of the school of communication. As the school is actively considering a new organization reporting structure, the director will have the opportunity to help develop the new organizational structure for the school as well as to work with faculty in increasing the visibility of the school. The director of the school of communication will report to the dean of the college in which the school is located. This position is a 12-month, tenure-track appointment. Requirements: Applicants must have a Ph.D. in Communications or field related to school of communication programs, and established record of research and teaching or professional experience, and administrative experience so as to qualify for a senior rank at the University of North Dakota. The director is normally expected to teach one course each semester. School: The School of Communication has 400 majors offering undergraduate majors in advertising, public relations, journalism, radio-TV broadcasting, and speech, and a graduate Master's degree in Communication. The school also includes two National Public Radio affiliated radio stations and an award winning television production center. The University of North Dakota is a comprehensive university located in Grand Forks, North Dakota. The university has 12,000 students, making it the largest university in North Dakota, South Dakota, and Montana. Grand Forks is a metropolitan area of 70,000 persons located in the heart of the Red River Valley on the eastern edge of the state. Starting date: July 1, 1994, or as soon as a successful applicant is found. Salary: Competitive and negotiable, based on qualifications and experience. Deadline: Consideration of applicants will begin March 1 and continue until the position is filled. To apply: Please send letter of application, resume, and the names of five (5) references to: Search Committee, School of Communication, c/o Vice President for Academic Affairs and Provost, University of North Dakota, Box 8176, Grand Forks, ND 58202-8176. Telephone: 701-777-2167. Fax: 701-777-3866. The University of North Dakota is an affirmative action/equal opportunity employer. Women and minorities are strongly encouraged to apply.

HELP WANTED MANAGEMENT

Sales managers/sales reps/franchise owners: Fast growing direct mail division of Cox Enterprises, Inc. has openings for sales managers, sales reps and/or franchise owners in various markets. 25 year old national company. Send resume and letter indicating interest to: Joe Bourdow, Exec. VP, Val-Pak Direct Marketing Systems, Inc., 8605 Largo Lakes Drive, Largo, FL 34643. Offering of franchises is made by prospectus only. EOE

The Missouri Broadcasters Association headquartered in Jefferson City, MO, is looking for an executive director due to retirement. The ideal candidate will possess good working knowledge of the broadcast industry, understand the state and federal legislative process, and have good organization and communication skills. The individual should possess good public relations skills and be able to work for a diverse Board of Directors. Computer skills and lobbying experience helpful. Salary \$45,000 plus commensurate with experience. Resumes to: Missouri Broadcasters Ass'n, PO Box 104445, Jefferson City, MO 65110-4445. EOE

FINANCIAL SERVICES

Lease purchase option: Refinance existing equipment, lease purchase new equipment, no down payment, user friendly. Carpenter & Associates, 800-760-4020

Immediate financing on all broadcasting equipment. If you need \$2,000-\$500,000. Easy to qualify. Fixed-rate, long term leases. Any new or used equipment & computers, 100% financing, no down payment. No financials required under \$50,000, refinancing existing equipment. Call Mark Wilson at Exchange National Funding 800-275-0185

EDUCATIONAL SERVICES

On-camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Resumes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckert, ESP

EMPLOYMENT SERVICES

Home typists, PC users needed: \$35,000 potential. Details call 1-805-962-8000 Ext. B-7833

Broadcasting jobs: Receive over 50 openings in Washington, DC area every 2 weeks. Money back guarantee. Call 301-986-5545 for information. \$29/4 issues

WANTED TO BUY EQUIPMENT

Used videotape: Cash for 3/4" SP, M2-90's. Betacam SP's. Call Carpel Video 301-694-3500.

FOR SALE EQUIPMENT

Blank tape, half price! Elcon magnetically evaluated blank 1", 3/4", Betacam and SP videotape available. Also have VHS, M2, D2 and 2". We'll beat any price! Call Carpel Video for catalog 800-238-4300

Broadcast equipment (used): AM/FM transmitters, RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. Fax 314-664-9427.

Sony BVU800 w/LTC mod \$3000 ea, BVU110 w/tc \$575 ea, BVW10 2950, 5850/5800/Super 90 4750, Clearroom system 12 Stations/14 BP's, more 6000, Sony PVM1220 950, Pan BW PR 335, Triple 600, Truck-Grumman 25 w/Gens & AC 8500, (3) JVC ky210B w/Studio Setups 5950, ADO3000 3D & Digitalte 19500 OBO, Colortran Crab Dolly w/O'Connor 100 \$4500. Dimmer Packs never used (17) 4900. Call John 212-355-7540

Refurbished transmission line, 20 ft. sections of 6-1/8", 75 ohm, EIA flange 40 sections available @ \$500.00 each (hangers available) Call 904-796-4531

AM and FM transmitters, used, excellent condition, tuned and tested your frequency. Guaranteed Financing available Transcom, 800-441-8454 215-884-0888, Fax 215-884-0738

Studio camera chains: Ikegami HK-312D/E Multi-core and Trax cameras using 30mm XQ1410 Plumbicons with full servo lenses (Canon 14 x 12.5, 18 x 16, Fujinon 28 x 15, 17 x 16.5, 16 x 17, MCU, CCU) Mobile unit: 1979 Barth mobile video unit with (4) Ikegami HD 79 cameras, Ward-Beck audio/IFB system, GVG 1600-1L switcher, gasoline powered 32 ft LOA 21 000 lbs Contact: Jim Richards, ABC-TV Network, NY at 212-456-4904

Satellite uplink vehicle: 2.4 meter, RSI offset, phase combined MCL, 300 watt TWTA, redundant excitors, 20 kw generator and much more! 508-877-2210

G.I. Videocipher II Plus: Single Thread Encoder with custom cases. One year old Ready to go! 508-877-2210

RADIO

SITUATIONS WANTED MANAGEMENT

General Manager

Business professional and attorney seeks return to radio as GM. Northwestern MBA with nine years business and marketing background. Extensive major market radio news experience.

Reply to Box A-56

SITUATIONS WANTED ANNOUNCERS

FREE! (Almost)

Recently retired award winning NFL PBP - Excels in all sports broadcasting, football, baseball, basketball, talk, hockey, soccer full or part time, terms negotiable. Professional or major college Radio or TV. A workaholic!

305-892-9768

HELP WANTED MANAGEMENT



Growth through acquisition is producing future top level management opportunities with Keymarket Communications. Express your interest and detail your experience in writing to Barry Drake, Keymarket Communications, 2743 Penimeter Parkway, Bldg. 100 Suite 250, Augusta, GA 30909. EOE.

EARLY DEADLINE NOTICE

Due to the celebration of President's Day, the Feb 21, issue will close early. The deadline for classified advertising is Feb. 11, 1994 at Noon.

CABLE

HELP WANTED SALES

Sportschannel

seeks exceptional candidates for the following outstanding opportunities:

**Sales Manager
Prism/Sportschannel
Philadelphia Sales Team**

**Account Executive
Cincinnati Sales Team**

Both positions require 2-4 years' broadcast ad sales experience.

For consideration, please send resume, stating position of interest and salary history, to:

**Gene Pizzolato
Vice President National Sales
Rainbow Advertising Sales Corp.
260 Madison Avenue, 14th Floor
New York, NY 10016**

an equal opportunity employer m/f

TELEVISION

HELP WANTED NEWS

TV NEWS REPORTER

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For the Record

Compiled by BROADCASTING & CABLE based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications for change of ownership now appear in "Changing Hands" (see page 43.) FCC actions on ownership change filings with file numbers and action dates follow:

Granted

WSYA-AM-FM Montgomery, AL (AM BAL931014GL; FM BALH931014GK)—Action Jan 28

WCLS(FM) Oscoda, MI (BALH931201GF)—Action Jan 10

KOPN(FM) Columbia, MO (BTCED931217GG)—Action Jan 10

WEKC(AM) Williamsburg, KY (BAL930922GP)—Action Jan 11

WDLJ(FM) Indianola, MS (BTCH931230GF)—Action Jan 11

WWMG(FM) Shelby, NC (BALH931217GT)—Action Jan 11

KMXQ(FM) Bosque Farms, NM (BALH931223GH)—Action Jan 11

WGRR(FM) Hamilton, OH (BAPLH931217GU)—Action Jan 11

KUET(AM) Black Canyon, AZ (BTC931025EB)—Action Jan 12

KRAQ(FM) Jackson, MN (BAPH930716GH)—Action Jan 12

Abbreviations: APC—Antenna For Communications; ALJ—Administrative Law Judge; alt—alternate; ann—announced ant; antenna; aux—auxiliary; ch—channel; CH—critical hours; chg—change; CP—construction permit; D—day; DA—directional antenna; Dok—Docket; E—effective radiated power; Freq—frequency; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic—license; m—meters; mhz—megahertz; mi—miles; mod—modification; MP—modification permit; ML—modification license; N—night; pet. for recon—petition for reconsideration; PSA—presumptive service authority; pwr—power; RC—remote control; S.A.—Scientific Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trns—transmitter; TPO—transmitter power output; U or unl—unlimited hours; vis—visual; w—watts; ?—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

WMHU(FM) Renovo, PA (BAP-H930629GH)—Action Jan 12

WDLE(FM) Benton, PA (BA-H931223GG)—Action Jan 12

WKGQ(AM) Milledgeville, GA (BAL940104GF)—Action Jan 13

WMGZ(FM) Sparta, GA (BAPLH940104GG)—Action Jan 13

KZMQ(FM) New Plymouth, ID (BALH930702HD)—Action Jan 13

WKXI-FM Magee, MS (BALH931109GE)—Action Jan 13

WWGP(AM)-WFJA(FM) Sanford, NC (AM: BTC-931101GJ; FM: BTCH931101GK)—Action Jan 13

WAQZ(FM) Milford, OH (BALH931118GK)—Action Jan 13

WVNU(FM) Greenfield, OH (BAPH930811GG)—Action Jan 12

KMPG(AM) Hollister, CA (BAL930806EF)—Action Jan 13

KVEL(AM)-KLCY-FM Vernal, UT (AM: BAL931-104EA; FM: BALH931104EB)—Action Jan 13

KHOZ-AM-FM Harrison, AR (AM: BAL931220EA; FM: BALH931220EB)—Action Jan 14

WKUN(AM) Monroe, GA (BTC931213EB)—Action Jan 14

WCPH(AM) Etowah, TN (BAL931126EE)—Action Jan 14

KNTS(AM) Abilene, TX (BAL931130EA)—Action Jan 14

KRME(AM)-KRBH(FM) Hondo, TX (AM: BAL931227EA; FM: BALH931227EB)—Action Jan 14

KPLR-TV St. Louis (BALCT940105KE)—Action Jan 18

WXWY(AM) Robertsedale, AL (BAL931206EI)—Action Jan 19

WLVI-TV Cambridge, MA (BALCT931105KF)—Action Jan 19

KSGI-TV Cedar City, UT (BALCT931020KF)—Action Jan 19

WAGA-TV Atlanta (BTCCT931223KE)—Action Jan 21

WJBK-TV Detroit (BTCCT931223KG)—Action Jan 21

WTVH(TV) Syracuse, NY (BALCT931222KF)—Action Jan 21

WITI-TV Milwaukee (BTCCT931223KF)—Action Jan 21

WCNU(AM) Crestview, FL (BAL930426EB)—Action Jan 21

WKNB(AM) Port St. Joe, FL (BALH931029GN)—Action Jan 25

KTGR(AM) Columbia, MO (BAL931115EH)—Action Jan 25

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WHFS(FM) Annapolis, MD (BALH940111GO)—Action Jan. 24

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WG8B(AM) Freeport-WBAB-FM Babylon, both New York (AM BAL940111GN; FM BALH940111GM)—Action Jan. 24

WMXB(FM) Richmond, VA (BALH940111GQ)—Action Jan. 24

WKZA(FM) Stevenson, AL (BALH931208GG)—Action Jan. 25.

WIRL(AM)-WSWT(FM) Peoria, IL (AM BAL940111GJ; FM BALH940111GK)—Action Jan. 25

WAOL(FM) Ripley, OH (BALH930910GK)—Action Jan. 25

Dismissed

WJYY(FM) Concord, NH (BALH930903GJ)—Action Jan. 19

WRCI(FM) Hillsboro, NH (BALH930903GK)—Action Jan. 19

NEW STATIONS

Applications

Coos Bay, OR (BPH940107MB)—Bay Cities Building Co. Inc. seeks 93.5 mhz, 25 kw, ant. 156 m. Address: P.O. Box 575 Coos Bay, OR 97420. Applicant is headed by Bruce R. Latta and has no other broadcast interests

Columblana, AL (BPH940113MC)—Eagle Broadcasting Inc. seeks 101.5 mhz; 6 kw, ant. 100 m. Address: 1836 Dorchester Rd., Birmingham, AL 35210. Applicant is headed by Glenn H. Shankles and has no other broadcast interests

Blanchard, LA (BPH931216MC)—Poke Salad Broadcasting Co. seeks 102.1 mhz, 15 kw; ant. 129 m. Address: 6615 N. Park Dr., Shreveport, LA 71107. Applicant is headed by Dana Cole and has no other broadcast interests

Moberly, MO (BPH940119MB)—KWIX FM Ltd. seeks 97.3 mhz, 16 kw, ant. 123 m. Address: 300 W. Reed St., P.O. Box 430, Moberly, MO 65270. Applicant is headed by Jerrell A. Shepherd and owns KWIX(AM)-KRES(FM) Moberly, KREI(AM)-KTJJ(FM) Farmington, K-CF(AM) Festus and KJEL(AM)-KIRK(FM) Lebanon, all Missouri

Clayton, LA (BPH940113MD)—Clayton FM Partnership seeks 107.9 mhz; 6 kw, ant. 100 m. Address: 10496 Old Hammond Hwy., Baton Rouge, LA 70816. Applicant is headed by Gary Albarez and J. Keith Frederick and has no other broadcast interests

Glenwood Springs, CO (BPH940120MA)—Beachport Communications Inc. seeks 92.7 mhz, 1 kw; ant. 198 m. Address: 5373 West Alabama, Suite 510, Houston, TX 77056. Applicant is headed by Walter Richards and has no other broadcast interests

FACILITIES CHANGES

Applications

Hartselle, AL WTAK-FM 106.1 mhz—Griffith

Broadcasting Inc. seeks mod of CP to make changes: ERP 5.8 kw ant. 213 m.

Camarillo, CA KELF(FM) 95.9 mhz—Golden Bear Broadcasting Inc. seeks mod of CP to make changes: ERP 4.2 kw, ant. 248 m; TL: 1.5 km N of city of Ventura, CA, and to change antenna supporting-structure height

Quincy, IL WTJR(TV) ch. 16—Believer's Broadcasting Corp. seeks CP to change ERP (vis): 600 kw

Hyden, KY WZOQ(FM) 97.9 mhz—Leslie County Broadcasting Inc. seeks one-step application to change channel to 25OC3

Ocean City, MD WRXS(FM) 106.9 mhz—J.H. Communications seeks mod of CP to make changes: ERP 6 kw, ant. 92.4 m., TL: 10729 Griffin Rd., Berlin Worcester Co., MD

Newton, NJ WMBC-TV ch. 63—Mountain Broadcasting Corp. seeks CP to change ERP (vis): 2,188 kw

North Las Vegas, NV KFMS(AM) 1410 khz—Broadcast Associates Inc. seeks CP to change frequency to 1400 khz, reduce power to 1 kw, make changes in antenna system and change TL to corner of Cheyenne St. and M.L. King Ave., North Las Vegas, NV

Binghamton, NY WSQX-FM 91.5 mhz—WSKG Public Telecommunications Council seeks mod of CP to make changes: ERP 3.50 kw, ant. 116 m; TL: Glenwood Rd., 1.7 km N of Junction with Hwy 17, Dickinson Township, Broome Co., NY

Jamestown, NY WTUA(TV) ch. 26—Jamestown TV Associates seeks CP to change ant. 180 m.; ERP (vis) 659 kw

Rudolph, WI WIZD(FM) 99.9 mhz—Wizard Communications Inc. seeks CP to make changes: ERP 13.1 kw, ant. 138 m; TL: intersection of Co. Hwys F and W in Portage Co., WI. Antenna supporting-structure height: class: to C3 (per MM docket 92-212)

Actions

Northport, AL W-LXY(FM) 100.7 mhz—Granted app. of Wairor Broadcasting Inc. for CP to make changes: ERP 11.5 kw, ant. 122 m., TL 1.1 km NE Union Grove Church, change class to C3. Action Dec. 15

Parker, AZ KWFH(FM) 90.1 mhz—Granted app. of Desert View Baptist Church for CP to make changes, antenna supporting-structure height. Action Jan. 13

El Cajon, CA KECR(AM) 910 khz—Dismissed app. of Family Stations Inc. for CP to make changes in antenna system. Action Jan. 12.

Lenwood, CA KGXY(FM) 96.9 mhz—Granted app. of Desert Broadcasting GP for mod of CP to make changes: ERP 2.5 kw. Action Jan. 7

Mammoth Lakes, CA KMMT(FM) 106.3 mhz—Granted app. of Mammoth Mountain FM Associates Inc. for CP to make changes, change: ERP: 0.439, change frequency 106.5 and class to B1 (per MM docket 92-146). Action Jan. 25

Soquel, CA KBOQ(AM) 1200 khz—Granted app. of Soquel Broadcasting Co. for MP to reduce power to 10 kw nighttime, 25 kw-non-DA daytime and make changes in antenna system. Action Jan. 12

Yreka, CA KYRE(FM) 103.9 mhz—Granted app. of Dalmation Enterprises Inc. for CP to make changes: ERP 3.25 kw; change channel from 249C2 to 280C1 (per MM docket 90-646). Action Jan. 25

Dock Junction, GA WXMK(FM) 105.9 mhz—Granted app. of Southland Radio Inc. for CP to make changes: ERP 11 kw. Action Jan. 25.

Asbury, IA KIKR(FM) 103.3 mhz—Granted app.

of KIKR Inc. for mod of CP for changes: ant. 196 m. ERP 6.6 kw, TL: existing communications tower n NW 1.4 of section 26, Township 88 N, range 3 E, in Dubuque Co., Ia. Action Jan. 25

Lake Charles, LA KZWA(FM) 105.3 mhz—Granted app. of B&C Broadcasting for mod of CP to make changes, TL N side of Charlie Moss Rd., 3.8 km E of intersection of Charlie Moss Rd. and Gum Cove Rd., Calcasieu Parish, LA

Boston WBCS(FM) 96.9 mhz—Granted app. of Greater Boston Radio II Inc. for CP to make changes: ERP 21.5+ kw, ant. 235 m., TL: Prudential Tower Building, 800 Boylston St., Boston City, Suffolk Co., MA. Employ existing type 1084-6CP-SP master FM antenna on Prudential Building. Action Jan. 5

Cherry Valley, MA WCRN(AM) 830 khz—Granted app. of Carter Broadcasting Corp. for MP to change city of license to Worcester, MA, increase power to 5 kw/7 kw and make changes in antenna system. Action Jan. 14

Marshall, MO KMMO(AM) 1300 khz—Granted app. of Missouri Valley Broadcasting Inc. for CP to correct coordinates. Action Jan. 13

Gallup, NM KGLX(FM) 99.1 mhz—Granted app. of Skywest Communications Inc. for CP to make changes: ant. 288.5 m. ERP 51 kw. TL approx. 6.25 mi. downtown Gallup, on true bearing of 027 degrees. Action Jan. 3

Mora, MN KBKX(FM) 95.5 mhz—Granted app. of John J. Godfrey for mod of CP to make changes: ERP 25 kw, ant. 100 m.; TL: 1.25 km NE of junction of Co. Rd. 7 and State Hwy. 65, Kanabec Co., MN. Action Jan. 3

Walker, MN KLLZ(FM) 99.1 mhz—Granted app. of Sioux Valley Broadcasting Co. for CP to change ERP: 100 kw, class: C1 (per MM docket 90-544). Action Jan. 10

Bozeman, MT KMBC(FM) 102.1 mhz—Granted app. of Eastern Montana College for CP to make changes, change: ant. 222 m., TL: High Flat, 11 miles/18 km WSW of Bozeman, MT

East Helena, MT KHKR-FM 104.1 mhz—Granted app. of Big Sky Communications Inc. to make changes: ERP: 30 kw; ant. 207 m.; TL: located atop North Hill, approximately 11 miles N (18 km) of Helena, MT. Change class to C1. Action Dec. 29

Hatch, NM KWQQ(FM) 101.1 mhz—Granted app. of John E. Daniels for mod of CP to make changes, ant. 315 m.; TL: 2.3 km N of Rincon, Donna Ana Co., NM. Action Jan. 25

Reno, NV KXEQ(AM) 1340 khz—Granted app. of Rolando Collantes for CP to change TL to 125 Coney Island Dr., Sparks, NV and make changes in antenna system. Action Jan. 12

Little Falls, NY WOWB(FM) 105.3 mhz—Granted app. of Towpath Communications Inc. for mod of CP for changes: ERP 2.265 kw, ant. 46 m. Action Dec. 28

Mount Hope, NY WXHD(FM) 90.1 mhz—Granted app. of Shawangunk Communications for mod of CP to make changes: ERP: 1.1 kw, ant. 183 m.; TL: Shawangunk Ridge, Cellular One tower, 0.78 km at 260 degrees true from Finchville, Orange Co., NY

Oklahoma City KMNZ(TV) ch. 62—Granted app. of Faith Pleases God Church Corp. for MP to change ant. 139.3 m., ERP vis: 100 kw. Action Sept. 28

Coos Bay, OR KRSR-FM 106.5 mhz—Returned app. of Ray Penny for CP to make changes: ERP 6.8 kw, ant. 272 m., TL: 14.7 km from Coos Bay, on true bearing NO43E degrees and to change main studio location. Action Jan. 13.

Scranton, PA WEZX(FM) 106.9 mhz—Granted app. of The Scranton Times for mod of CP to make changes: change: ERP 0.8 kw, ant. 273 m., TL: 6.2 km E of Wilkes-Barre/Scranton International Airport. Action Jan. 4

Independence for the FCC

EDITOR: There has been a marked decline in ethics—both personal and business; morals—both personal and business, and an increase in crime—both blue and white collar. The 1980s showed a degree of escalation of greed, graft and corruption as S&Ls around the nation took the American population to the cleaners. Scandal relating to the corruption of HUD is starting to filter out. The corruption and graft of BCCI have been suppressed, diverted and finally acknowledged. The '80s reflected deregulation and spawned opportunism by those wealthy and in power who utilized their connections at Wall Street to drastically affect the American economy through leveraged buyouts and junk bonds.

The radio industry was shaken to its roots by deregulation in 1992. The FCC with Republican Chairman Alfred Sikes at the helm, drove to loosen the ownership restrictions on TV and radio. Duopoly became a reality. Congressman John Dingell of Michigan fought it. He felt that George Bush and the White House were micromanaging the FCC and interfering with its independence. He lost. A year later in the Nov. 1, 1993, issue of *BROADCASTING & CABLE*, there was a story headlined "Duopoly layoffs in Houston, Washington." It continued: "In a stark illustration of the job losses that duopolies are causing in radio, stations in Washington and Houston will slash a total of 26 jobs—nearly half of the positions of the affected station—as of today (Nov. 1)." General managers, sales managers, programming people and office workers were laid off to forestall duplication of personnel. Choices weren't expanded, they were decreased. Prices did not go down, they went up. Duopolies became monopolies. Deregulating the radio industry to allow radio stations to own more than one radio station in a market, controlling public opinion, advertising dollars, formats, etc., is in keeping with the sloppiness of HUD, the greed of the S&Ls and the corruption of BCCI.

The radio industry has been tak-

en out of the hands of the ordinary, hardworking, ambitious American. It has been put in the hands of the faceless, emotionless corporations on Wall Street that control the acquisitions of additional stations. The subsequent job losses add to the ranks of those those who are already collecting unemployment from the reduction of defense industries, mergers in the computer and other industries, and the trend is on. Mediocrity will rule. The creativity and resourcefulness in the radio industry during the '40s, '50s, '60s and '70s are over. An attempt will be made to continue to be resourceful and creative, but how much is necessary when radio stations in the same market are controlled by the same company?

How much further will the radio industry deteriorate? Who is guiding it? Does it need guidance? Bush and Reagan felt there was too much government interference in all areas. The commissioners of the FCC abdicated their responsibility by kowtowing to Bush and his administration. This is not a damning of George Bush, his Presidency or his administration. It meant the FCC commissioners were weak to be influenced by the philosophy and thinking of President Bush and his associates. His opinions were continued from the Reagan administration.

We don't yet know how the Clinton administration will play during the next four years with the FCC. Suffice it to say that eliminating or deregulating the rules to make duopoly possible has resulted in more unemployment, more debt service and perhaps some profits. However, I am not sure that whatever profits there are will compensate for the hurt to the industry. We already have seen the end of the three-year rule where the FCC wanted to eliminate shysters, con men and fast-buck operators from buying radio stations, artificially inflating the billing and selling it at a profit without providing the public service, convenience and necessity to the communities from which the licenses were issued.

Al Sikes was the chairman of the FCC under George Bush. The Clinton administration's chairman is Reed Hundt. Sikes, Hundt, Wiley and the

earlier chairmen may be intelligent, decent Americans, but they are beholden to their patrons, the party in power. They are political appointees. The chairman should not be subject to the whims and dictates of the President who owes his election to the currying of favors of special interests that expect to call in their IOUs at propitious moments.

The chairman of so sensitive and emotional an industry as the electronic communications medium should be an individual free from political pressure. He should be on par with the chairman of the Federal Reserve Commission, beholden to no individual or party. The chairman should have a term of no less than seven years and should protect the industry from predators and re-establish the trust and confidence between the community of license and licensee.

Unless the FCC grows up and faces its responsibilities in a mature and intelligent fashion, we will witness its slow strangulation, as we are witnessing in the newspaper industry. Every year more daily newspapers are going out of business from an industry that was once thriving and very successful. Maybe I'm a puritan. I've been in the radio industry since 1949. I've witnessed hard work and creativity along with the earnest approach to succeed of people who fought for a living to support their families and to grow in the American mainstream economy. Unless there is a strong helmsman, the radio industry, as we knew it, is headed for disaster.—Harold H. Segal, Harold H. Segal & Co., Framingham, Mass.

Take responsibility

EDITOR: I am writing to comment on the reaction to FCC Chairman Reed Hundt's recent speech on television violence as recounted in your Jan. 31 issue.

While I agree with the views expressed by several First Amendment experts that the attempts by the government to regulate violent programming do indeed trigger many serious First Amendment concerns, I understood Chairman Hundt's core message to be that the industry should

work aggressively to set its own house in order, and thereby avoid governmental regulation. I could not agree more with that aspect of Chairman Hundt's message. This is an opportunity for broadcasters and cable programmers to seize the moment and take a leadership role on a problem that sorely vexes American society.

As to the First Amendment questions, much would turn, it seems to me, on precisely how Congress or the commission attempts to address the issue. First and foremost, regulators must come up with a definition of violence that is narrowly tailored and easily comprehended. If that hurdle can be overcome, it is certainly possible that courts would uphold solutions such as the V-chip idea proposed by Congressman Markey, or regulations that require program warnings, or channeling to certain hours of the broadcast day. These are open questions under existing First Amendment doctrine. The uncertainty as to how they would ultimately be resolved by the courts creates an incentive, it appears to me, for both sides to reason and work together to achieve a voluntary regime that addresses the violence issue in a meaningful fashion.—*Rodney A. Smolla, senior fellow, Annenberg Washington Program for Communications Policy Studies, director, Institute of Bill of Rights Law, College of William and Mary School of Law, Williamsburg, Va.*

Taking responsibility

EDITOR: Should we be surprised by gang violence, pregnant children, the AIDS epidemic and teenage suicide? Is anybody in the media responsible?

Ted Turner (no hero of mine) emphasized to a group of broadcasters (in May 1989) in no uncertain terms: "We are the ones that determine what the people's attitudes are. It's in our hands. It's up to us." At least he understands media's responsibility in this area of influence.

A recent poll conducted by the Gallup organization indicated that 86% of adult American television viewers believe that TV violence contributes to violence among children under 18. That's nearly nine of 10 adults who think that media vio-

lence affects the kids who watch it. It should be noted that this age group spends 4 to 6 hours a day in front of the box. We certainly can't blame the newspapers for this, since so many children have trouble reading.

Why is it so difficult for TV executives, cable operators and program producers to acknowledge that television influences its viewers? After all—how could TV be so successful if viewers didn't respond to the action packed ads? We know that newspaper ads have to be read carefully. Billboards just sit there and are passed by in a few seconds. Radio tells the story and plays some music with it. But television packs it all in together, simultaneously—with moving video, living color, brilliant stereo sound and all that *action* right in your living room! Is it really any wonder that TV is such a factor in our lives and those of our children? We're playing with dynamite. People can get hurt.

Should the U.S. government get into television programming? Heaven forbid! They can't even run a small congressional bank or post office without messing it up. Politicians' reputations run just below those of used-car salesmen, and they have nothing to offer the broadcaster (Or do they?) Perhaps some friendly and timely advice from U.S. Senator Paul Simon (not of my district, party or persuasion) would be in order at this time. The good senator observed in an October letter to station managers and cable operators that "children imitate what they see and hear, including what they observe on television. I see that in my three-year-old granddaughter." And, "I believe it is important that all in the industry play roles in the reduction of harmful, gratuitous violence." I take my hat off to the senator and certainly pledge to participate in this voluntary effort to call attention to gratuitous sex and violence on the tube.

There is no legitimate reason or excuse for us to corrupt this nation's unique heritage and moral fiber in the name of our First Amendment rights. Others may—but we cannot participate in the social and spiritual destruction of our precious children and grandchildren to enhance our ratings or supplement our bottom line. No way...it's got to stop!—*Richard C. Dean, president/GM, WFMZ TV Allentown, Pa.*

Datebook

THIS WEEK

- Feb. 7**—*Nebraska Broadcasters Association* annual state legislative meeting and hall of fame banquet. Cornhusker Hotel, Lincoln, Neb. Contact: Richard Palmquist, (402) 333-3034.
- Feb. 7-11**—*34th Monte Carlo Television Festival*. Monte Carlo. Contact: (33) 93-30-49-44.
- Feb. 8-9**—*Cable Television Association of Georgia* annual convention. Westin Peachtree Plaza Hotel, Atlanta. Contact: Nancy Home, (404) 252-4371.
- Feb. 10**—*International Radio and Television Society and Broadcasting & Cable* annual industry conference. Waldorf Astoria Hotel, New York. Contact: Maria De Leon, (212) 867-6650.
- Feb. 10**—"Cultural Invasion or Cross-Cultural Exchange? Entertainment and Popular Culture in Japan and France," seminar sponsored by *The Freedom Forum Media Studies Center*. Columbia University, New York. Contact: Jennifer Sandberg, (212) 678-6600.
- Feb. 10-12**—*Satellite Broadcasting and Communications Assn.* Anaheim, Calif. Contact: (703) 549-6990.
- Feb. 11**—*International Radio and Television Society* newsmaker luncheon. Panelists: Jeff Sagan-sky, CBS; Warren Littlefield, NBC; Ted Harbert, ABC and Sandy Grushow, Fox. Waldorf-Astoria Hotel, New York. Contact: Marilyn Ellis, (212) 867-6650.

FEBRUARY

- Feb. 17-20**—*Radio Advertising Bureau* managing sales conference and executive symposium. Loews Anatole Hotel, Dallas. Contact: Gail Steffens, 800-722-7355.
- Feb. 21-23**—*Great Lakes Broadcasting conference* and expo. Lansing, Mich. Contact: (517) 484-7444.
- Feb. 23-25**—*1994 Texas Cable Show*. San Antonio Convention Center, San Antonio, Tex. Contact: (512) 474-2082.

MARCH

- March 4**—Deadline for entries for *Radio-Mercury Awards* sponsored by *Radio Creative Fund*. Contact: (212) 387-2156.
- March 15**—Deadline for entries for *National Press Club Awards* in consumer, journalism, diplomatic and environmental reporting. Contact: Barbara Vande-griff, (202) 662-7523.
- March 18-21**—*Broadcast Education Association* Las Vegas. Contact: (202) 429-5354.
- March 21-24**—*National Association of Broadcasters*. Las Vegas. Contact: (202) 429-5300.
- March 24**—*National Association of Black Owned Broadcasters* 10th annual communications awards dinner. Sheraton Washington, Washington. Contact: Fred Brown, (202) 463-6970.

APRIL

- April 6**—*International Radio and Television Society* Gold Medal Dinner. Waldorf-Astoria Hotel, New York. Contact: (212) 867-6650.
- April 10-12**—*Cabletelevision Advertising Bureau*. New York. Contact: (212) 751-7770.
- April 12**—50th annual *Radio and Television Correspondents' Association* dinner. Washington Hilton. Contact: Ivan Goldberg, (202) 828-7016.
- April 12**—"The Business of Entertainment: The Big Picture," conference sponsored by *Wertheim Schroder and Variety*. Pierre Hotel, New York. Contact: (212) 492-6532.
- April 15-20**—*MIP-TV*. Cannes, France. Contact: (212) 689-4220.

MAY-SEPTEMBER

- May 22-25**—*National Cable Television Association*. New Orleans. Contact: (202) 775-3669.
- May 22-25**—*National Association of Minorities in Cable*. New Orleans. Contact: (310) 404-6208.
- June 8-11**—*PROMAX International and Broadcast Designers Association*. New Orleans. Contact: (213) 465-3777.
- June 23-24**—*Fox Broadcasting* affiliates meeting. Century Plaza Hotel, Century Plaza, Calif. Contact: Ciro Abate, (31) 203-1169.
- Sept. 16-10**—*International Broadcasting Convention*. Amsterdam. Contact: 44-71-240-5839.
- Major Meetings**

Gordon Henry Hastings

The job of running a large radio rep firm is in some ways like being mayor of New York City—it calls for balancing diverse constituencies and requires the skills of a salesman, politician, cheerleader and diplomat.

How else do you convince 1,700 radio stations, all clamoring for attention and hungry for their share of precious national advertising money, that you have their best interests at heart?

But it's a job that seems to fit Gordon Hastings. A boisterous, restless bundle of energy, Hastings never tires of campaigning on behalf of the medium that adopted him when he was 13 years old. After nearly 40 years in radio, Hastings shows no signs of slowing down.

"I think the reason the radio business is so strong and so vibrant is that the creativity and the entrepreneurial spirit in this business come from the bottom up," Hastings says, his voice rising as he paces around his 20th-floor office in midtown Manhattan. "It comes from the grass roots! Those roots are deeply planted in the local community. So the business is inherently connected to its audience."

And Hastings is inherently connected to those 1,700 stations, which rely on Katz Radio, through its five separate companies, to represent them in the national advertising market for roughly 18% of their advertising revenue.

Hastings returned to Katz two years ago, when national spot advertising was slumping badly and the radio industry as a whole was mired in recession. In the robust recovery since then, Hastings has been both a tireless promoter of the industry and a savvy manager who has brought new energy to Katz Radio.

Under Hastings, Katz has launched a comprehensive training program for new employees as well as new divisions to sell advertising on sports programs, to serve Spanish stations and to produce, distribute and sell syndicated programming.

In the never-ending skirmishes over stations and advertising buys between the rival rep firms—Katz, Interep and CBS—Katz has won its share of bat-



tles, although Hastings studiously avoids discussing them as such. He prefers instead to stress those instances in which the industry works together. That is the political side of the job.

But by its own estimate, Katz has increased its share of the \$1.6 billion national spot market from about 42% to roughly 49%. In a recent ranking of the 10 top-billing radio stations, eight of the 10 stations are repped by Katz.

Hastings also has plunged enthusiastically into his role as an industry leader, taking an active role in the Radio Creative Fund, which administers the Radio-Mercury Awards for creative excellence in advertising, and in industrywide efforts to draw new national advertisers to radio.

"When Gordon's committed to something, it's never-ending," says Gary Fries, president, Radio Advertising Bureau. "It starts at sunrise and

doesn't stop at sunset.

"He just carries his banner wherever he goes. He just doesn't stop—to the point where you almost get tired of being with him. But underneath, there's a person who truly believes in the radio business and believes in promoting its assets," Fries says.

"He's a mensch. I wish I could translate that, but I can't," says Sam Michaelson, senior associate and buying director, radio, Saatchi & Saatchi, and one of the most influential buyers of national spot radio. "He's a decent human being, and that goes a long way in this business."

Hastings' beginnings in radio were typical for those of his generation. He fell in love with the medium as an adolescent. A small-town boy from Boylston, Mass., he found himself talking on the air in the big (relatively speaking) city of Worcester.

"To me, this was the big time," he says. "This was show business. It was beyond my wildest dreams. It was magical."

President, Katz Radio Group, New York; b. Oct. 17, 1941, Worcester, Mass.; announcer, WAAB(AM) Worcester, 1954-58; newsman, WAAB(AM)/WAAF-FM Worcester, 1958-61; salesman, WAAB(AM)/WAAF-FM, 1961-65; vice president/general manager, WAAB(AM)/WAAF-FM, 1965-69; general manager, WROR(AM) Boston, 1969-71; general manager, RKO Radio Representatives, New York, 1971-72; manager, radio development, Katz Communications, 1972-74; vice president, Katz Communications, 1974-80; senior vice president, Katz Communications, 1980-84; president, Katz Television, 1984-85; president, Hastings Broadcasting, 1985-92; current position since 1992; m. Lynn Daly, April 8, 1978; children: Dwight, 30; Gordon, 27; Brandt, 14; Alexandra, 8.

By age 23, Hastings had graduated from programming to news to sales and was a seasoned salesman and general manager of a powerful AM/FM combo. "The fundamental thing I learned in that job—and I try to practice it to this day—is to delegate responsibility and authority," he says. "That's the equation—to give authority and responsibility, rather than hold it back."

Just as Katz stresses that each of the 1,700 stations it represents is unique, each of the separate Katz radio companies has its own

style, its own personality. "The last thing I want to do is homogenize these companies. I don't want to see radio time sold as a commodity." —PV

Fates & Fortunes

BROADCAST TV

Leonard Kalcheim, senior VP, legal affairs, Qintex Entertainment, Los Angeles, joins King World Direct there as VP, business affairs.

Jane Ibbitson, manager, KPMG Peat Marwick Management Consulting, New York, joins Viacom Broadcasting there as director, information systems.

Nancy Bushkin, manager, corporate relations, Viacom International Inc., New York, named director.



Harrison

there, joins as director, entertainment program information; **Kathleen Kelly**, coordinator, media relations, NBC West Coast, there, named press manager

Donna Wright, former producer, Multimedia's *Donahue*, and supervising producer, Group W Productions, *Jones & Jury*, joins Paramount Domestic Television's *Leeza*, Hollywood, as producer.

Appointments at WNET-TV New York: **Jac Venza**, director, performance programming, and executive producer, *Great Performances*, named director, cultural and arts programs; **Glenn DuBose**, VP, arts, entertainment programming, WTTW-TV Chicago, joins as managing director, cultural and arts programs.

Deborah Thomas, managing director, communications, WNYC-TV New York, joins NBC-TV there as director, corporate communications.

Eileen Ige, executive director, television estimating, Paramount Network Television, Hollywood, named VP, finance.

Richard Cohen, executive VP, Buena Vista Home Video Worldwide, Burbank, Calif., joins MGM/UA Home Entertainment, Santa Monica,

Calif., as president.

Appointments at KRON-TV San Francisco: **Larry Bozman**, news/special projects producer, joins as 6 p.m. news producer; **Jeanne Herrera-Edwards**, creative services writer/producer, named senior producer, special projects promotion.

Appointments at WGN-TV Chicago: **Carol Fowler**, news producer, WLS-TV Chicago, joins as managing editor; **Pat Tanaka**, assignment editor, WRC-TV Washington, joins in same capacity.

Appointments at WABC-TV Boston: **Eric Goldstein**, director, creative services, WBZ-TV Boston, joins in same capacity; **Claude Pelanne**, president, Polestar Communications, there, joins as director, program development; **Joe Sweeney**, assistant chief engineer, WSBK-TV Boston, joins as director, engineering; **Peter Fiedler**, former VP/GM, Target Productions Inc., there, joins as director, operations; **Fred Woskoff**, creative services director, WGAL-TV Harrisburg, Pa., joins as production manager; **Joan Griffin**, chief accountant, WCVB-TV Boston, joins as business manager; **Kathryn Barnicle**, employment specialist, Boston University, joins as human relations specialist; **Patricia Markham**, traffic systems coordinator, WFTX-TV Boston, joins as traffic manager

Michael Granados, VP/station manager, WTTV-TV Indianapolis, named VP/GM.

Sam Fuller, national sales manager, KDNL-TV St. Louis, joins KABB-TV San Antonio, Tex., in same capacity

Appointments at KTBC-TV Austin, Tex.: **Gina Burks**, local sales manager, WVTM-TV Birmingham, Ala., joins as GSM; **Katherine Aicher**, program/promotion manager, WMC-TV Memphis, joins as director, operations.

Steve Triggs, reporter/anchor, WFTV Orlando, Fla., joins Ivanhoe Broadcast News there as executive producer, *Top of the Class: Answers for American Education*.

Appointments at WGHP-TV High Point, N.C.: **Dennis Leonard**, sales manager, TeleRep, St. Louis, joins as VP, sales; **Ellen Cote-Tomas**, ac-

count executive, WTSP-TV Tampa, Fla., joins as local sales manager.

Appointments at WHCC-TV Rochester, N.Y.: **Rob Elmore**, assistant news director, named news director; **Brenda Alberts**, producer, KARE-TV Minneapolis, joins as assistant news director.

Kathryn Mitchell, special assistant to the GSM, WVVA-TV Bluefield, W.Va., named national sales manager.

Stephanie Shearer, managing editor, WCPO Cincinnati, joins WKRC-TV there in similar capacity.

Appointments at WTKR-TV Norfolk, Va.: **Barbara Hamm**, acting news director, named news director; **John Castleberry**, program director, WGH(AM) Newport News, Va., assumes additional responsibilities as sports anchor.

Alicia Richards, weeknight co-anchor, KCRG-TV Cedar Rapids, Iowa, joins WHTM-TV Harrisburg, Pa., in similar capacity.

Larry Roberts, anchor, KNOE-TV Monroe, La., joins WSAV-TV Savannah, Ga., in same capacity.

Appointments at WOWK-TV Huntington, W.Va.: **Terry Cole**, news director, KOIA-TV Rapid City, S.D., joins in same capacity; **Sandra Cole**, news anchor, KOIA-TV Rapid City, joins in same capacity.

RADIO



Holcombe

Communications, there.

David Pugh, GM, WLZR-AM-FM Phoenix, joins KSLX-FM Phoenix as VP/GM.

Ron Kempff, GM, WSPD-AM WLQR-FM Toledo, Ohio, joins WGY-AM-FM Schenectady, N.Y., in same

Greg Holcombe, account executive, Internet, New York, named VP, sales.

Dan Zuleger, GM, WNAM-AM WLSW-FM Nee-nah, Wis., named VP, Odon

Tudryn succeeds Labunski at IRTS

The International Radio and Television Society said last week that its executive director, Stephen B. Labunski, will retire at the end of May. Following what will have been a 17-year tenure, Labunski intends to serve as a consultant to the IRTS through the end of the year.

Labunski will be replaced by Joyce Tudryn, the association's associate executive director. Tudryn has served in her current post since 1988, and was previously director of programs and services. Before joining the IRTS she served in the radio department of the National Association of Broadcasters.

Before he joined the IRTS, Labunski was executive VP for the Merv Griffin Radio Group. He has served on the boards of the Radio Advertising Bureau and the National Association of Broadcasters and also has chaired the Voice of America broadcast advisory committee.

Peter Lund, president of the IRTS and executive vice president of the CBS/Broadcast Group, said in a prepared statement: "During her 11 years of service, Joyce has clearly become the driving force behind the funding and implementation of the society's ambitious broadcast education agenda. Her diligence and leadership were an essential part of the recent efforts to restructure the society, its foundation and the programs it funds. The culmination of these efforts has resulted in one organization, to be known as the International Radio and Television Society Foundation, effective June 1, 1994, the date Ms. Tudryn takes over." —GF



Labunski



Tudryn

capacity.

Appointments at KCUB-AM/KIIM-FM Tucson, Ariz.: **Jamie Sloan**, GSM, named GM; **Keith Samuels**, former GSM, KPMS-AM-FM Seattle, joins in same capacity.

Karen Myford, account executive, Group W Sports Marketing, Detroit, joins Katz Radio Group there as manager, marketing.

Patti Mrozowski, sales manager, Katz Radio Group Syndication, New York, named GSM.

Joseph Leoce, GSM, WQCD-FM New York, joins WQEW-AM New York as sales manager.

Tom Byrne, director, sales, D&R Radio, Philadelphia, joins Katz Radio there as account executive.

Hans Heilmann, account executive, MCI, Atlanta, joins Katz Radio there in same capacity.

Lisa Beth Napp, account executive, Katz Radio Group Network, New York, named senior account executive.

Jim Gallagher, former account executive, Banner Radio, New York,

and local sales manager, WAEB-FM Allentown, Pa., rejoins Banner Radio as account executive.

CABLE



Wiehe

Appointments at Comedy Central, New York: **Ben Zurier**, director, program planning, scheduling, named VP, program planning; **Dorian Winship**, director, production, operations, named VP, production; **Joe Poletto**, VP, advertising sales, named VP, national advertising sales.

John McMenamin, senior VP, sales, marketing, Turner Broadcasting Sales Inc., New York, named executive VP.

William Wiehe, VP, The Petry Marketing Group, New York, joins The Travel Channel, Atlanta, as VP, advertising sales.

Appointments at Group W Satellite Communications, New York: **Joan Teitelman**, account executive, named group sales manager; **Bill Parish**, director, sales planning, Turner Broadcasting, joins as group sales manager.

Appointments at newly formed Group W Network Services, Stamford, Conn.: **Altan Stalker**, VP/GM, operations, engineering, Group W Satellite Communications, there, named senior VP/GM; **Jim Crowe**, executive director, operations, Group W Satellite Communications, there, named VP, operations, engineering.

David Palmer, *Flintstones* brand manager, Hanna Barbera, Los Angeles, named director, marketing, domestic licensing, merchandising, Turner Home Entertainment, there.

DEATHS



Kellner in 1946

M.S. (Kel) Kellner, 85, former managing director, Station Representatives Association, died Dec. 19 at his Lakeville, Conn., home. Kellner retired as managing director of the SRA in 1983. He had held that position for 17 years. Kellner began his career with Katz Communications in 1932, eventually becoming a vice president of the rep firm. Kellner served on the board of directors of the Broadcast Pioneers and was also a director, treasurer and VP of the International Radio and Television Foundation. Survivors include his wife, Helen, a son and a daughter.

Bruce Longfellow, 83, former electronics engineer, FCC's rules and standards division, died Jan. 30 of a respiratory ailment at Alexandria (Va.) Hospital. A 1934 electrical engineering graduate of the University of Maine, Longfellow was an FCC radio engineer in New York and Boston before transferring to Washington in 1946. He retired in 1975. Survivors include his wife, Catherine, two daughters and one son.

Babylon 5, the latest PTEN addition from Warner Bros., was the number-one syndicated action hour in the week ending Jan. 30—the show's debut week. *Babylon 5* recorded a 6.8 rating/10 share in NSI overnight markets. PTEN reaches 93% of the country. Separately, Warner Bros. Domestic Television Distribution named Scott Rowe manager of publicity. Rowe was previously a publicist at Fox.

Rupert Murdoch, CEO of News Corp., is selling the **Boston Herald** to publisher Partick J. Purcell, leaving the door open to reacquire Fox affiliate WFXB(TV) Boston from the Boston Celtics. After its sale in 1990 to bypass a crossownership conflict, News Corp. bought options in the station that could be converted to ownership, leading many to speculate on the sale of the newspaper.

Michael Jay Solomon, president, Warner Bros. International Television Distribution, is leaving April 1 to create an international telecommunications company.

DIC Entertainment is changing the name of its new live-action series **Powerboy** to **Superhuman Samurai Syber-Squad!** Although Saban Entertainment had reportedly threatened legal action over the *Powerboy* title's similarity to its *Mighty Morphin Power Rangers*, which airs on the Fox Children's Network. DIC said the name change came only in response to a request by Fox Children's Network President Margaret Loesch. DIC also has changed the name of its lead character Zack Jason—which combined the names of two Power Rangers.

Now that **Infinity Broadcasting** has been cleared by the FCC to purchase KRTH(FM) Los Angeles (see page 47), it **must turn its attention to**

Lurie buys majority share of GGP

Former San Francisco Giants owner Robert Lurie has acquired a majority stake in GGP—the entertainment and distribution company that specializes in sports programming.

Lurie bought out GGP founder David Peterson, and the two said that Corey Busch, former executive vice president of the Giants and a onetime press secretary to the late San Francisco mayor George Moscone, will be chairman and CEO of GGP.

Peterson last year turned the presidency of the company over to Robert Horowitz. Lurie and Peterson will have no involvement in the day-to-day operations of GGP but will sit on the management committee.

Lurie and Busch first approached GGP roughly four months ago, according to Horowitz, who says this will bring added resources to the privately held company. The two also bring many contacts in the TV and sports business that also should be of value to GGP.

"What's important for the company is to continue to diversify. We started off in sports syndication and production, now are into network TV, and at the same time we have grown with a stable of shows that are non-sports," says Horowitz.



Corey Busch

its proposed purchase of WPCF-AM-FM Washington. The NAACP has protested the transfer on several grounds, including its claim that Infinity does not provide a positive work environment for minorities. That assertion is based on the fact that *The Howard Stern Show* is broadcast on some of the Infinity stations' public address systems, according to the NAACP's lawyer. David Honig. The NAACP claims that Stern's show is often racially offensive. Minority employees are compelled to listen to programming that "any reasonable person would find to be offensive," said Honig.

The Southeastern Conference is talking to CBS and others about a new television football package separate from the SEC's participation

in the College Football Association. No deal yet, but sources said that in addition to CBS, conference officials are talking to the Turner Broadcasting System regarding a possible alliance. TBS distributed a syndicated package of SEC football games for roughly six years in the 1980s. A separate SEC deal would be another blow to the CFA, which already has suffered defections by the Big 10 and Pac 10 conferences, both of which have deals with ABC. CFA also is tied to ABC through 1995.

Renaissance Communications said it completed an offering of 6.3 million shares at \$19 each. The six-TV-station group owner said both the size of the offering and price of shares were increased from what was initially planned. Proceeds will be

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used to redeem preferred stock and to repay senior debt.

The CBS affiliate in Boston, **WHDH-TV**, plans to drop **CBS This Morning**, effective Feb. 28, to make room for more local news programming. In San Francisco, meanwhile, there was speculation last week that the CBS affiliate, **KPIX(TV)**, would make a similar move. KPIX General Manager Richard Blangiardi declined to comment.

Westwood One's acquisition of Unistar Radio Networks became official on Friday (see related story, page 45).

A South Dakota judge last week ordered CBS News not to broadcast a hidden-camera videotape that shows conditions inside a meat-packing plant. The footage is part of a **48 Hours** report, scheduled to air Feb. 9, about food safety and particularly about the threat of contamination at meat-packing plants. Federal Beef Processors, the company that sought the injunction, argued that the tape would reveal trade secrets. And the judge found that airing the tape could harm Rapid City's economy in ways that couldn't be repaired through a normal, after-the-fact lawsuit. CBS, meanwhile, said it planned to appeal the ruling and still hopes to air the footage this week.

Errata: In the Jan. 31 "Changing Hands" item on KBFS(AM) Belle Fourche, S.D., the buyer and seller were reversed. The station was sold by KBFS Inc. to Ultimate Caps Inc.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Jan. 23. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	17.3/226/96
2. Jeopardy!	14.5/219/98
3. Star Trek	11.9/247/99
4. Oprah Winfrey Show	10.4/237/98
5. Entertainment Tonight	9.7/175/93
6. Wheel Of Fortune-wind	9.5/184/83
7. Inside Edition	8.8/161/93
8. Roseanne	8.6/184/96
9. Hard Copy	8.1/162/92
10. Star Trek: DS9	8.0/236/98
11. Baywatch	7.4/201/96
11. Current Affair	7.4/179/91
13. Married...with Children	7.3/183/92
14. Current Affair-Earthquake	6.8/168/84
14. Family Matters	6.8/172/91

Standards operating procedure

NCTA provided some interesting insights into the programming practices of a dozen top cable networks last week when it released the programmers' standards and practices statements as part of the cable group's antioffense effort. For example, the Family Channel has a clause that states: "The suggestion of sexual promiscuity and/or abortion as a birth control device (or as a matter of personal convenience) shall not be glamorized nor characterized as acceptable behavior." E! Entertainment Television standards state: "E! is a place where celebrities feel at home, among professionals in the industry. Therefore, at E!, celebrities are not approached for autographs, photographs, personal project pitches or other personal inquiries." And Lifetime includes a clause on hypnosis: "To avoid adverse effects upon viewing audience, hypnosis should not be presented in a purposeful demonstration with extended technique. Hypnosis should not be ridiculed or presented as a game to be played."

NEW YORK

Stern with an E!

While the jury is still out on whether Howard Stern's New Year's Eve pay-per-view special has hurt his chances for a talk show or a movie deal, he continues to negotiate with cable network E! Entertainment Television to extend his talk show deal. Currently a half-hour, one-on-one interview show, there is talk of changing the show or creating a companion piece. One idea being considered, according to a source at E!, would have the cable network film Stern's morning radio show. But Stern has expressed reluctance in the past to such ideas, saying it would take away from the spontaneity and make his guests uncomfortable.

Lifetime television, Lifetime television

Mary Hartman, Mary Hartman, the ground-breaking soap opera spoof that achieved cult-hit status in the 1970s, has just been acquired by Lifetime Television. The network has not yet fixed a time slot for the Norman Lear series, which aired as a syndicated series from 1975 to 1978.

News on news

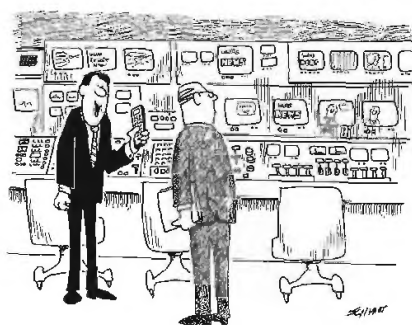
The announcement that Reuters TV is teaming with Telemundo to provide a 24-hour news service to Latin America and other Spanish-speaking countries raises the question about

Reuters's English-language television news plans. Reuters owns Visnews and recently has been building Washington studio facilities. Company executive Mark Wood said that expansion plans for the time being are targeted to selected projects in Europe and financial news for professional traders.

WASHINGTON

New radio format

The Associated Press is said to be developing a 24-hour news format for radio stations. AP recently announced plans to launch an international video service, but has had nothing to say regarding expanded radio news. The AP currently produces a broad menu of radio news, but has no product approaching CNN's 24-hour radio service, distributed by Unistar Radio Networks.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"Then one day I came in here and realized I could operate the whole deal with my VCR remote."

Overdue notice

Senator Ernest Hollings (D-S.C.) weighed in with his telecommunications infrastructure bill last week, to the instant applause—and relief—of the broadcasting industry. Just being included on the agenda was a welcome change.

Hollings called his bill a major revision of the Communications Act, and certainly no less is needed. As the language of the bill points out, "changes in the telecommunications marketplace have made some of the provision's of the Communications Act obsolete, unnecessary or inimical to advances in communications technologies and services." His bill mirrors the House superhighway bills in opening up cable and telco markets to competition, but he goes further in loosening the reins on broadcasters to insure that they are "able to compete fairly with other media providers." The bill calls for a review of TV and radio ownership limits, a review of the ban on broadcast/cable crossownership and would allow broadcasters—for a fee—to use their frequency for nonbroadcast services.

Among the most important unanswered questions in determining the shape of things to come in the telecommunications future is how broadcasters and the wireless world will fit in. The long-term picture remains cloudy. At the NATPE convention two weeks ago, telco and cable executives advised broadcasters to define themselves as program suppliers with brand identity, not as a technology. But broadcasters are understandably concerned about the value of their basic franchise; the owners of KTLA-TV didn't pay half a billion dollars for sets and cameras. If the country's overarching information delivery system becomes a fiber network, a national broadcasting system's place becomes problematic, although many believe—or at least profess to believe—that the analog and digital worlds ultimately will coexist.

To broadcasters, the Hollings bill was a welcome change from Vice President Al Gore's outline of the admin-

istration's superhighway legislation. That streamlining of the Communications Act for cable and telco virtually ignored broadcaster issues and left the industry, as Fox affiliate chief Preston Padden put it, waiting for a train that might never come.

The administration's offer of a cold shoulder to broadcasters struck this page as shortsighted. The high-fiber highway is a number of years from implementation, and in the interim broadcasting remains the one national, free medium that this page has so long championed. Broadcasters need the regulatory room to maneuver if they are to make a new place for themselves.

Counterproductive

While Senator Hollings was pushing for regulatory relief for broadcasters on one front last week (see above), he was working against that goal on another. Even as Senator Paul Simon was praising the plans of the broadcast and cable industries to train their editorial sights on excessive violence, Hollings was pushing for legislation that would extend the government's ability to chill broadcast speech. Simon has said he will now resist any further legislative push on TV violence. We urge his colleagues to do the same.

Broadcasting and cable have a moral obligation to address the issue of gratuitous violence, as do all media, as does anyone who yearns to live in a country where reports of violent crime are not dispensed with the frequency of weather reports. Broadcasting and cable, through their respective pledges of the past two weeks, have acknowledged that responsibility.

We hope an affirmative, voluntary effort by all media can help heal the wounds of societal violence. We know, however, that a legislative push for harbors, bans and censorship will inflict further injury on protected speech.

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